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Brand & MarCom Director

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Our client is seeking a Brand & MarCom Director who will be responsible for advancing their brand success through strategic brand planning and the development of comprehensive omnichannel communication initiatives. This role involves close collaboration with various marketing functions—including Strategic Marketing, Digital Marketing Enablement & Operations, Channel Partner Marketing, and Product Management—to ensure a unified and engaging customer experience. Reporting directly to the Marketing Director, the successful candidate will oversee a team of four professionals specializing in brand management, marketing, communications, and events.

THE POSITION

- Set the forward-looking vision and strategy for the brands working closely with the leadership team.
- Serving as a brand ambassador and custodian by guiding the business on appropriate materials and correct branding.
- Develop, manage, and execute brand marketing campaigns, ensuring alignment with overall brand strategy and business objectives.
- Cascading global and regional positioning and messages on specific initiatives and projects through the appropriate channels internally and externally.
- Developing messaging and creating content for a variety of channels including press releases, social media, marketing campaigns.
- Lead, execute and support exhibitions and events.
- Building dedicated communications planning and promotion of key growth areas/segments.
- Supporting Corporate Communications and Crisis Management Activities.
- Developing KPIs and measurement frameworks.
- Manage, coach and empower your team to be self-starters and facilitate their professional growth.

REQUIREMENTS

- 6+ years of experience in Branding role for an organization or an agency active in the Life Sciences sector.
- Bachelor's degree in marketing, communications, business, or life sciences-related discipline.
- Proven experience driving brand marketing campaigns with tangible results.
- Strong people management and team leadership skills.
- Ability to manage the full scope of projects, delivering work on time and accurately.
- Team player with the flexibility to re-prioritize, multi-task, and switch tasks fluidly.
- Self-motivated person with the ability to combine creativity, customer feedback and commercial pragmatism.
- Innovative mindset to drive new ideas and think outside of the box.
- Outstanding communication and collaboration skills.

