



## **Director of Marketing**

A leading pharmaceutical wholesale company seeks an experienced Director of Marketing that is responsible for planning, development and implementation of all of Triova's marketing strategies, marketing communications, and public relations activities, both external and internal. Oversees development and implementation of support materials in the area of marketing, communications and public relations. Directs the efforts of the marketing, communications and public relations staff and coordinates at the strategic and tactical levels with the other functions of the company.

The position reports to the Vice President of Sales & Marketing and position participates with the other management staff in charting the direction of the company, assuring its accountability to all constituencies, and ensuring its effective operation. Outside the agency, the position coordinates, primarily, with the media.

### **Accountabilities**

1. Marketing, communications and public relations
2. Responsible for creating, implementing and measuring the success of:
  - a. a comprehensive marketing, communications and public relations program that will enhance the company's image and position within the marketplace and the general public, and facilitate internal and external communications; and,
  - b. all company's marketing, communications and public relations activities and materials including publications, media relations, client acquisition and so forth
  - c. Ensure articulation of the company's desired image and position, assure consistent communication of image and position throughout the company, and assure communication of image and position to all constituencies, both internal and external
  - d. Responsible for editorial direction, design, production and distribution of all company publications
  - e. Coordinate media interest in the company and ensure regular contact with target media and appropriate response to media requests
  - f. Act as the company's representative with the media
  - g. Coordinate the appearance of all company print and electronic materials such as letterhead, use of logo, brochures, etc.
  - h. Ensure that the company's regularly conducts relevant market research and coordinate and oversee this activity and monitor trends
  - i. Leads projects as assigned, such as cause-related marketing and special events.
3. Planning and budgeting
  - a. Responsible for the achievement of marketing/communications/public relations mission, goals and financial objectives. Ensure that evaluation systems are in place related to these goals and objectives and report progress to the Vice President of Sales & Marketing and management team
  - b. Develop short- and long-term plans and budgets for the marketing/communications/public relations program and its activities, monitor progress, assure adherence and evaluate performance



- c. Develop, implement and monitor systems and procedures necessary to the smooth operation of the marketing/communications/public relations function
4. Keep informed of developments in the fields of marketing, communications and public relations, not-for-profit management and governance, [and the specific business of the company and use this information to help the company operate with initiative and innovation

**Qualifications Required:**

- Demonstrated skills, knowledge and experience in the design and execution of marketing, communications and public relations activities
- Strong creative, strategic, analytical, organizational and personal sales skills
- Experience developing and managing budgets, and hiring, training, developing, supervising and appraising personnel
- Demonstrated successful experience writing press releases, making presentations and negotiating with media
- Experience overseeing the design and production of print materials and publications
- Computer literacy in word processing, data base management and page layout
- Strong oral and written communications skills
- Ability to manage multiple projects at a time
- Out-of-town, overnight travel is required

**Other:**

- Minimum of 3 years' experience in marketing, communications or public relations with
- demonstrated success, preferably in the not-for-profit or association sector
- Bachelor's degree in journalism, marketing, public relations preferred

**TrioVA offers**

- Competitive salary
- Paid Time Off
- Career advancement opportunities

TrioVA Pharmaceuticals is an Equal Opportunity Employer. We do not discriminate on the basis of race, religion, national origin, color, sex, age, veteran status, or disability. It is our intention that all qualified applicants be given equal opportunity and that selection decisions are based on job-related factors.

**COMPANY DESCRIPTION**

We offer solutions for high quality compounding ingredients and industry leading services for independent compounding pharmacies, while keeping the primary goal in mind; to support and encourage the growth and prosperity of our customers.

TrioVA Pharmaceuticals is a Tulsa, Oklahoma based FDA registered supplier of wholesale pharmaceutical ingredients, laser focused to provide support for the independent compounding pharmacy. Service, quality and competitive prices are paramount in this highly regulated and aggressive industry.

Learn more at: [www.triovarx.com](http://www.triovarx.com)