

PharmaVentures Ltd - Job Description

Position:	Business Development Analyst	Contract Type:	Permanent
Reporting To:	Business Development Director	Location:	Oxford Business Park

Purpose of Role:	<p>PharmaVentures is looking to recruit a Business Development Analyst who will be responsible for the development and execution of marketing activities, incorporating creative digital content, email and social media. This will involve the analysis of topical issues in the life science sector, or issues of specific relevance to PharmaVentures, and generating relevant and informative marketing collaterals, interacting with the corporate advisory team as appropriate. Input and curation of PharmaVentures' quarterly newsletter Termsheet, Whitepapers and email campaigns. The Business Development Analyst will assist the Business Development Director in generating leads by researching and contacting potential client companies at major biopharmaceutical conferences and partnering events, executing effective digital and general marketing campaigns. Utilising tools including Microsoft Dynamics CRM, Mailchimp, Twitter, LinkedIn, website and other platforms, the Business Development Analyst will be responsible for increasing PharmaVentures' digital profile.</p>
Responsibilities:	<p>To plan and execute PharmaVentures' marketing activities, including but not limited to:</p> <ul style="list-style-type: none"> • Generation of creative and interesting marketing collaterals, including PharmaVentures Insights infographic, based on the research and analysis of key issues in the life science industry. • Compilation of PharmaVentures' publications such as Termsheet and Whitepapers. • Planning and designing effective press releases and email campaigns. • Distribution of marketing materials via Mailchimp and follow up when necessary. • Analysis of the effectiveness of various campaigns. • Management of website content. • Primary contact person for key accounts directly related with marketing; website, CRM and Mailchimp. • Overseeing adherence to the company image and branding; from corporate colours, logos, website copy, corporate stationery, through to marketing materials. • Recruitment of interviewees for the PharmaVentures Insights interview series and its incorporation in other marketing campaigns. <p>To assist the Business Development Director in generating quality leads and shaping PharmaVentures' business development strategy:</p> <ul style="list-style-type: none"> • Understand our target client profile and assist in developing business relationships via partnering meetings, cold contact or specific campaigns. • Ensure that CRM and Mailchimp data are up to date. • Monitor effective use of Microsoft Dynamics CRM by the PharmaVentures team.

	<ul style="list-style-type: none"> • Prepare reports the Business Development Director and PharmaVentures' senior management. <p>Other ad hoc duties as required by the Company from time to time.</p>
Key Skills:	<ul style="list-style-type: none"> • Relevant industry experience in pharmaceutical, biotechnology and medical device. • Relevant marketing experience. • Strong written and verbal communication skills and a good eye for detail; must be able to produce high quality copy and present information in a compelling manner. • Good analytical skills, for application in producing PharmaVentures Insights infographics and researching potential clients. • Creative and open-minded team player with a strong commercial acumen. • Prioritisation skills and ability to work both collaboratively and independently to meet competing deadlines to a high standard. • Confident with a mature attitude and professionalism.
Qualifications/ IT Skills Required:	<ul style="list-style-type: none"> • Life science degree (preferred) and/or marketing qualification. • Excellent IT skills. • Working knowledge of Outlook, Word, Excel, PowerPoint. • Graphic design and copy writing skills are advantageous. • Previous experience with Microsoft Dynamics CRM and SharePoint would be desirable.

PharmaVentures Ltd - Global expertise in pharma M&A and licensing

PharmaVentures is a premier transaction advisory firm to the Pharmaceutical and Biotech sectors; a world leader in partnering. M & A deals and strategic alliances. Our unrivalled combination of specialist experience, deal analytics and network of contacts among innovators and large pharma makes us uniquely placed to support businesses in all aspects of deal making and strategic planning.

Our services cover;

- Mergers & Acquisitions
- Valuation (for licensing, acquisitions, divestments, and expert testimonies)
- Licensing (In and out licencing)
- Market entry
- Strategy (commercialisation, deal strategy, due diligence)
- Expert testimony (patent infringement, deal disagreements, taxation, determining damages).

For more information, visit: <http://www.pharmaventures.com>