



Copywriter - Pharma Agency

Our one-of-a-kind healthcare strategy and marketing firm has an excellent opportunity for a **Copywriter** who can deliver exceptional results in a fast-paced creative environment. This is a remote first position, with the flexibility to work in the office or remotely

You'll join an agency team with a healthcare industry focus, depth of functional expertise in market research & strategy, brand development and communications, and tactical execution including print, digital, and medical education programs.

The Position:

- Have the opportunity to work on our present accounts and new business pitch efforts
- Demonstrate your expertise in pharmaceutical, device, or healthcare advertising communications to assist our clients in building brands, altering prescribing habits, and educating both healthcare professionals and patients
- Take ownership of the copy development process, including writing copy for ads, direct mail, sales collateral, digital media, and other marketing communication materials for promotional and educational applications
- Concept and collaborate with team members to ensure the best product
- Take brand ownership by knowing key data around assigned brands
- Manage the reference and review committee process
- Ensure copy is delivered on time and on target according to client criteria

The Person

Qualifications for this role include:

- 2 or more years of experience in promotional copywriting, preferably in pharmaceutical, healthcare, or device advertising
- **Demonstrated ability** for concept development
- Experience with reading scientific material, understanding FDA guidelines, and developing and maintaining references for all copy material you write
- Familiarity with FDA, DDMAC, PHARMA advertising and marketing regulations
- A bachelor's degree in a related field

As Navigators, we're committed to a high level of quality and innovation. We share these core values:

- **Passion for work** at all levels
- **High-quality output** that is strategically grounded
- **Superior level** of client service
- Culture of **trust, empowerment, and commitment**
- **Collaborative and team-oriented** spirit without ego



If you meet the qualifications for the **Copywriter** role and share our firm's values, we encourage you to submit your application. Please email your resume and cover letter to hr@purohitnavigation.com. Refer to **COPY** in the subject line.

Purohit Navigation offers an excellent benefits package that includes medical insurance, a 401(k) plan, company-paid employee dental and vision coverage, short-term and long-term disability, and life insurance coverage.

And, as a woman- and minority-owned firm, we are committed to fostering an inclusive workplace. In fact, we are the first recipient of the MM&M "Diversity and Inclusion Champion" award for "the best commitment to diversity and inclusion."

Purohit Navigation (www.purohitnavigation.com) is a unique full-service healthcare strategy and marketing firm. For over 35 years, the firm has combined groundbreaking insights with strong creative expertise to achieve behavioral change. Current and former clients include companies in the pharmaceutical (including genetic and rare diseases), diagnostic (molecular and plated media), medical device, hospital product, and disease awareness areas, giving Purohit Navigation extensive experience with more than 200 brands in 60 therapeutic areas.