



Senior Copywriter – Pharma Agency

Our one-of-a-kind healthcare strategy and marketing firm has an excellent opportunity for a Senior Copywriter who can deliver exceptional results in a fast-paced creative environment.

The Position

The successful candidate will:

- Demonstrate 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 entire copy development process, including writing long-format copy for sales presentations as well as promotional copy for ads, direct mail, digital media, and other marketing communication materials for promotional and educational applications
- Take brand ownership by researching client-provided materials and other sources to learn key data around assigned brands
- Manage the reference and review committee process
- Ensure that copy is delivered on time and on target according to client criteria

The Person

Qualifications for this role include:

- 5+ years of experience in long-format promotional copywriting in pharmaceutical or device advertising
- Experience with reading scientific material, understanding FDA guidelines, and developing and maintaining references for all copy material
- Familiarity with FDA, DDMAC, and 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 **Senior 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 **SRC** 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 nearly 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.