



## **Strategic Planner**

Our one-of-a-kind healthcare strategy and marketing firm has an excellent opportunity for a **Strategic Planner** to join our smart, collaborative, award-winning team. 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:**

- Creatively approach problem solving and strategic thinking to map insights to business challenges to solutions and develop polished, thoughtful and persuasive strategic deliverables
- Process and synthesize market research, secondary research, analytics and other insights to craft engaging and compelling stories that communicate our strategic thinking
- Continually search out new, innovative and big ideas to meet client brand objectives
- Identify potential hurdles for client brands and confidently lead the client to strategic solutions
- Collaborate with the broader strategy team on the development of reports and presentations of primary and secondary research findings that clearly, concisely, and compellingly communicate results, marketing implications and recommendations to client satisfaction
- Collaborate with client management team to inform brand and creative strategy/brief development
- Support the design and facilitation of client workshops, strategy sessions and ad boards
- Support the annual client brand planning process and new business pitches

### **The person:**

- Bachelor's degree in marketing, science, business or communications-related field. Advanced degree preferred.
- Successful track record with 3+ years' experience in commercial planning, strategic planning, consulting, marketing or sales analytics
- Advanced understanding of pharmaceutical/healthcare brand marketing and promotional strategy
- Strong PowerPoint skills/proficiency is essential
- Strong multi-tasking, time management and organizational skills
- Experience in sales analytics and/or financial modeling a plus
- Ability to develop and maintain positive and productive client relationships
- Excellent verbal and written communication skills

### **Preferred**

- Advanced degree in marketing, market research, finance, science or related discipline



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 work** that is strategically grounded
- **Superior level** of client service
- Culture of **trust, empowerment, and commitment**
- **Collaborative and team-oriented** spirit (no ego)

If you meet the qualifications for the **Strategic Planner** 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](mailto:hr@purohitnavigation.com) or fax to 312.341.1768. Refer to **Strategic Planner** 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](http://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.