



Manager, Brand Development - Basel

Brand Institute is proud to have named over 75% of 2019 drug name approvals worldwide. Thanks to our loyal customer base, Brand Institute has been #1 in drug name approvals for 18 consecutive years.

Our unique, category-leading brand name and identity services include Name Development (i.e., USAN/INN, Brand, Clinical Trial, Program and Line Extensions), Trademarks, Market Research, Name & Labeling Safety Research and Visual Design. Our clients are primarily pharmaceutical, biotech, medical device and consumer healthcare companies located in European territories pertaining to this Basel local team. Travel to client locations may be required at times, but meetings are primarily virtual since Covid.

Premier healthcare branding agency seeks a **Manager, Brand Development** to support the Basel Lead in servicing the territory's pharmaceutical and healthcare clients with their naming needs. This position consists of both new business sales and project management responsibilities in which the Basel team is charged with selling naming projects and then managing them until completion. The Basel territory covers Switzerland, France, Italy, Portugal and Spain.

The team will work together to manage client projects and contact leads diligently; facilitate sales & new business opportunities; write proposals and pitch clients; negotiate on timelines and pricing; prepare and present nonproprietary & brand strategy reports, name development workshops, marketing & safety research summaries, regulatory consults and submission documents to regulatory health authorities (FDA, EMA, Health Canada, AMA, WHO, etc.).

EDUCATION & OTHER REQUIREMENTS

- 0-3 years recent Bachelors (BA or BS) in the human sciences (Chemistry, Biology, Biomolecular Science, Biomedical Sciences, Pharmaceutical Sciences, Toxicology or related degree) with interest in using their degree in a corporate environment;
- Good presentation/communication skills and have an engaging personality
- Comfortable with a client-facing role
- A competitive, winning spirit is encouraged and appreciated
- Should excel in a fast-paced advertising/branding agency environment.

- Should be well organized, responsive and be able to multitask
- Advanced proficiency in English (both written and verbal)
- Proficiency in MS Office (PowerPoint, Word and Excel)
- Must be authorized to work in Switzerland.
- Location “in or near Basel” is preferred

Please send your CV to HR@brandinstitute.com.

Please visit our website at www.brandinstitute.com for more information about our company.