



Marketing Coordinator – Consumer Healthcare

Note: The use of the masculine gender includes the feminine and is employed solely to facilitate reading.

Can you imagine a career that touches the lives of people everywhere? Can you imagine yourself working in a fast paced and dynamic workplace where rapid decision making, entrepreneurial initiatives, customer service and community become your new vision? A vision that drives our growth and success...if so, then Paladin is the place for you!

Paladin Labs Inc., headquartered in Montreal, Canada, is a specialty pharmaceutical company focused on acquiring or in-licensing innovative pharmaceutical products for the Canadian market. Paladin has a focused marketing and sales organization that has helped it evolve into one of Canada's leading specialty pharmaceutical companies. Paladin is an operating company of Endo International plc, a global specialty healthcare company focused on improving the lives of patients while creating value.

We are a dynamic and fast growing organization. Paladin is constantly looking for great people to contribute to our growing business. We believe in empowering our employees by giving them the freedom to raise new ideas and encourage decision making in an environment that fosters the growth and development of each individual. Paladin's culture is committed to building our business as well as our community, helping others, encouraging integrity and inspiring people to make a difference.

Position Summary

The Marketing Coordinator's responsibility is to work with the Director, Product Managers and Associate Product Managers in the preparation of reports for analysis and leading the execution of brand initiatives and to be a key marketing liaison for internal and external stakeholders.

Reports To

Product Manager, Consumer Healthcare

Specific Responsibilities

1. Key go-to-person for the management of internal (eg: CDH, TSA) and external (eg: Walmart's Retail Link, Shoppers Drug Mart's Toolbox) data bases along with the preparation of analysis reports for the marketing and the key account commercial teams.
2. Day-to-day management of several consumer healthcare brands including marketing project management, sales tracking, managing budgets, and conducting the annual brand review process for his/her brands.
3. Support the product manager on the execution of projects, analysis and other marketing initiatives on the Dermatology portfolio.
4. Act as first line information resource for his/her brands for communication/information exchange with internal partners such as Customer Service, Scientific Affairs, Regulatory Affairs, Finance/Accounting and the Sales Force and external partners such as Advertising and Media agencies or other suppliers (eg: printers, sampling programs).
5. Co-ordinate occasionally projects with outside suppliers, including logistics for the company's participation at events (eg: conferences, conventions).

Characteristics of a Good Candidate

1. Problem Solving / Analytical Skills
2. Thoroughness / Attention to Detail
3. Excellent Interpersonal Skills
4. Autonomy / Resourcefulness
5. Well-developed Organizational Skills
6. Enthusiasm and Desire to Learn
7. Interest in Marketing and Financial Analysis

Candidate Profile

Experience, Training and Education

Required

- University degree.
- Strong computer skills (Microsoft Office: Excel, Power Point, Word).
- Excellent communications skills, written and oral in both French and English.

Asset

- University degree with a focus in Marketing or Management.
- Previous work experience in Marketing, Sales, Packaged Goods or Pharmaceutical Products.
- Knowledge of other database software (ex: Access) and financial information systems (ex: SAP).

To apply, please send your resume: hr@paladinlabs.com

Only selected candidates will be contacted.