



Job Title: Senior Manager, Global Brand & Patient Services Marketing **Department:** Commercial

Reporting to: VP, Global Patient Engagement, Advocacy and Services **Location:** Boston, MA

Rhythm is currently building a world-class commercial organization as it prepares to launch its first product for the treatment of POMC and LEPR deficiencies, ultra-orphan conditions with no currently approved treatments. The Senior Manager, Global Brand and Patient Services Marketing is a unique Boston-based role in reporting to the Vice President of Patient Engagement, Advocacy, and Services. The Senior Manager will lead the development and tactical execution of branded promotional and patient services materials and channels for patients and caregivers.

Summary of Key Responsibilities:

- Along with the HCP Sr. Product Manager, this person co-develops and executes Global and US brand marketing, positioning, and messaging for the launch of setmelanotide
- Ensure successful execution of tactics and messages driven by the field; innovates meaningful services and materials for patients and caregivers in the US
- Supports the US Patient Services Director by leading the development of messages, materials and patient experience for the launch of setmelanotide in the US
- Develops and executes the digital tactical plan for branded patient and patient services marketing
- Collaborates with Patient Engagement and Advocacy team to develop seamless experiences from disease education to treatment and adherence
- Leverage strong project management skills to ensure initiatives remain on track by collaborating with key internal and external stakeholders throughout workstream
- Utilize high level of business acumen in analyzing and coordinating activities from identified industry trends, resources and practices

Qualifications:

- Bachelor's degree in a life science
- 3-6+ years biotech or pharmaceutical experience (patient brand marketing, patient services marketing preferred)
- 1-2 years Digital Marketing experience
- Launch experience and 1+ years of rare disease experience required
- Ability to distill complex scientific information and literature to patient-appropriate communications
- Possess attention to detail, critical thinking and analysis
- Willingness to travel approximately 25%, including some international travel. Travel will vary by month based upon projects and meetings

Preferred Skills:

- Patient Services marketing experience in a specialty or rare disease a plus
- Global experience and in-depth knowledge of EU codes and regulations

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