



ParcelShield Holdings, LLC.  
Human Resources  
Danville, IL 61832  
[hr@parcelshield.com](mailto:hr@parcelshield.com)

## **ParcelShield seeks a Vice President of Marketing and Brand Strategy**

### **Principle Accountabilities**

- Lead the development of strategic and tactical marketing plans and drive execution to ensure the achievement of key business objectives.
- Devise and execute on plans to increase the brand awareness. Ensure brand message is strong and consistent across all channels and marketing efforts
- Ensure consistent messaging across all stakeholders to support the branding and marketing plan that will enhance and promote ParcelShield reputation and visibility. Consider long-and short-term financial implications, competitive factors, internal/external stakeholders, and customers.
- Partner with executive team, and sales and marketing leadership on the definition of revenue strategy, critical strategic and operational initiatives designed to improve and maximize revenue acquisition, retention, and growth
- Continuously evaluate the marketplace, highlighting competitive intelligence to identify marketplace trends and shifts for internal stakeholders. Lead the evaluation of strategies to support market access and the long-term growth of the organization.
- Communicate with management to cultivate an aesthetic and brand that reflects the company's core values and ideals.
- Develop and maintain a rich and comprehensive brand narrative, voice, look and feel, including brand guidelines. Set the style and tone for our customer experience and maintain brand integrity and alignment across the company
- Participate in the definition and development of new product and service solutions and in the evaluation and integration of add-on acquisition opportunities
- Set, monitor, and report on goals and results, including full funnel metrics that align to the Sales targets, campaign ROI, MQLs, and customer engagement metrics
- Identify opportunities to reach targeted market segments and expand market share
- Ensure that the company's sales collateral, sales presentations, QBR presentations, websites, and other client facing content improves image, drives customer engagement and sales, and showcases attractiveness as a partner.
- Maintain an up-to-date understanding of the trends in the specialty pharmacy and other relevant end markets
- Build and create a thought-leadership position for ParceShield leveraging industry, regulatory, client advisory councils, and other resources.
- Represents ParcelShield at tradeshow and other Company events
- Manage marketing budget and expenditures
- Build, manage, and lead a high-performance marketing team



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## **Requirements**

- Proven work experience as a VP of Marketing, Marketing Director or other senior role
- Demonstrable experience designing and implementing successful marketing campaigns
- Demonstrable knowledge of SEO, web analytics and other digital techniques
- Experience with CRM software and digital marketing tools and techniques; Pardot, Salesforce Marketing Cloud, Marketo preferred
- Excellent communication, presentation, and leadership skills
- Strong analytical and project management skills
- Strategic mindset, with ability to make difficult decisions
- BS or MA degree in Marketing, Communications, or relevant field; MBA preferred
- Experience as an executive within, or service provider to, the pharmaceutical supply chain, logistics, and/or broader healthcare industries
- Experience in strategic planning and execution, including developing comprehensive go-to-market strategies, and working with operations to facilitate a tight product-market fit closely linking technology development with client demand
- Experience in planning marketing strategies, sales plans, advertising campaigns, and successful public relations efforts
- Track record of successfully creating and implementing growth strategies.
- Experience integrating the commercial and go-to-market strategies for a platform that has executed acquisitions or operated with multiple divisions / business units
- Champions new ideas and initiatives and creates an environment that supports innovation; leverages fresh perspectives, breakthrough ideas, and new paradigms to create value in the market.

## **Application Requirements**

Send resume to [HR@parcelshield.com](mailto:HR@parcelshield.com) and visit our website at [www.parcelshield.com](http://www.parcelshield.com)