Becton, Dickinson & Company (BD)

Title: SAIS Marketing Temp

Location: 1 Becton Drive, Franklin Lakes, NJ 07417

Job Type: Part-Time

Compensation Type: Hourly

Start Date: ASAP

Job Description:

As a member of the BD-PS - Self Administered Injectable Systems (SAIS) business, you will have the unique opportunity to play a vital role in the rapid scale-up of an exciting new business that will be a key contributor to BD’s future growth. Our mission is to become a world-class, customer-centric organization that will have a significant impact in improving how patients receive injectable drug therapy. You will have the advantage of combining the best of both worlds: the agility and creativity of a high-growth, start-up environment, and the backing and resources of a Fortune 500 company.

We are actively recruiting high caliber talent in the marketing function that share our passion for excellence. We seek highly innovative, talented individuals motivated to design and build this family of self-administered injection products from the ground up.

As a Marketing TEMP, your responsibilities will be to assist the worldwide marketing team primarily with their outbound marketing needs and development of marketing collateral. In all cases, the Marketing TEMP would take direction from the worldwide marketing team and manage the execution of the particular project and marketing collateral, often working with other functions within SAIS, and/or other vendors whether internal or external.

Primary Responsibilities

- **iPad applications** – the BD-PS sales teams utilize iPad applications to make presentations to customers. The Marketing TEMP may help to update existing iPad applications with the latest messaging and/or help to create new iPad applications.

- **Core Slide Decks** – the Marketing TEMP may help to update existing Core Slide Decks (power point presentations) with the latest messaging and/or help to create Core Slide Decks. Such material will need to have consistent messaging with the iPad applications.

- **Product labels** – The Marketing TEMP may help to update existing SAIS product labels with the new brand logo and colors and/or help to create new Product labels for new products.

- **Videos / Animations** – working with an outside vendor, The Marketing TEMP may leverage existing SAIS videos / animations which show the features, benefits and usage steps of products to create new videos.
• **Website updates** – working with the appropriate IT and marketing communication personnel, the Marketing TEMP may help to update the website with new product imagery, messages or other information.
• In any project for marketing collateral, the Marketing TEMP would be responsible for routing such materials for the appropriate approvals, understanding and responding to comments from approvers, and finalizing the marketing collateral such that it gets approved.

**Qualifications:**

• A business or marketing undergraduate degree is preferred; or candidate is working towards one (i.e. 3rd or 4th year student)
• Experience in synthesizing and summarizing key data for analysis, presentation, and claim messaging
• Demonstrated skills in writing, critical thinking, problem solving and creativity
• Strength in market and competitive analysis, understanding of customer segmentation and targeting
• Ability to work well in teams as well as individually and self-motivated
• Organized, process-oriented, collaborative, strong multi-tasking, action oriented, drives for results
• Excellent oral and written communication skills, interpersonal and persuasion skills
• Experience or knowledge in the healthcare field is desirable, medical device and pharma preferred
• Ability to manage projects and meet timelines, including vendor management
• Proficiency in Microsoft programs, including Word, Excel and Power Point.

**Application Instructions:**

Please submit your resume directly to taylor.genau@bd.com. All submissions will be forwarded to the hiring team for review and they will reach out directly regarding any next steps.

**About the Organization:**

BD is a global medical technology company that is advancing the world of health by improving medical discovery, diagnostics and the delivery of care. BD leads in patient and health care worker safety and the technologies that enable medical research and clinical laboratories. The company provides innovative solutions that help advance cellular studies and genomics, enhance the diagnosis of infectious disease and cancer, improve medication management, promote infection prevention, equip surgical and interventional procedures, optimize respiratory care and support the management of diabetes. The company partners with organizations around the world to address some of the most challenging global health issues. BD has more than 45,000 associates across 50 countries who work in close collaboration with customers and partners to
help enhance outcomes, lower health care delivery costs, increase efficiencies, improve health care safety and expand access to health. For more information on BD, please visit www.bd.com.