



## Senior Marketing Manager Bench International

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Bench International is seeking a Senior Marketing Manager to build and execute a high-impact marketing function in support of the firm's continued growth. This is a remote, hands-on, strategic role reporting to the Chief Operating Officer and working closely with the executive leadership and business development teams.

This individual will shape Bench's voice in the market, elevate brand visibility, and drive initiatives that support client engagement and revenue generation.

### **Our Company:**

For over 50 years, Bench International has been the longest-serving woman-founded executive search and leadership advisory firm in the global life sciences industry. We build transformative boards and executive teams and help R&D and business leaders drive innovation and sustained success. Our results include more than \$173.5 billion in client exits, a 98% project completion rate, and 75% placement retention beyond five years.

Beyond executive search, Bench provides integrated board and leadership services, including board assessments, director recruitment, compensation benchmarking, Talent Mapping, and Gap Analysis. We also offer Bench On Demand, delivering interim and fractional leadership to help organizations scale strategically. Bench pioneered milestone- and accountability-based fee structures aligned to long-term client outcomes.

Founded by Denise (DeeDee) DeMan in 1974, Bench operates as One Global Team, One Budget, No Borders, No Boundaries, eliminating internal competition and ensuring clients have access to the firm's best leadership talent worldwide. Our global team works across the full life sciences value chain, from R&D through commercialization, recruiting CEOs, C-suite leaders, and functional executives while advising on leadership strategy and governance. The Right Leader Means Everything.®

### **Role/Responsibilities:**

The Senior Marketing Manager will lead the development and execution of Bench's marketing strategy while remaining deeply involved in day-to-day execution. This role is ideal for a builder, someone who can translate ideas into action, operate with autonomy, and drive measurable impact. This position does not initially include direct reports but offers the opportunity to help shape and scale the marketing function over time.

### **Key Responsibilities**

#### **Brand & Positioning**

- Refine and elevate Bench's brand, messaging, and market positioning
- Lead the evolution of the company's website and core marketing materials

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- Ensure consistency across all marketing and communications channels

### **Content & Thought Leadership**

- Develop and execute a content strategy that highlights Bench's expertise and differentiators
- Partner with leadership, external partners, vendors, and contributors to create compelling thought leadership, including articles, LinkedIn content, and press releases
- Own the development and distribution of press releases, including leadership placements, board appointments, and firm milestones
- Provide clear direction, ensure alignment with Bench's voice and brand, and oversee the quality of all deliverables
- Manage PR efforts, including working with external partners (e.g., PR Newswire) to amplify Bench's visibility
- Oversee the creation of high-quality content across digital channels

### **Demand Generation & Business Development Support**

- Design and implement marketing campaigns that support client engagement and revenue growth
- Partner closely with the business development team to align marketing efforts with pipeline priorities
- Identify and execute targeted outreach strategies that drive new business opportunities

### **Sales Enablement & Marketing Materials**

- Develop and maintain high-quality client-facing materials, including pitch decks, proposals, and capability presentations
- Partner closely with the business development team to create tailored materials that support active searches and new business opportunities
- Ensure all materials are on-brand, differentiated, and aligned with Bench's positioning and value proposition
- Continuously refine and evolve core templates, messaging, and visuals to improve effectiveness and efficiency
- Support leadership in preparing for key client meetings, presentations, and strategic engagements
- Attend key industry events and conferences as needed to support brand and business development efforts

### **Digital & Market Presence**

- Strengthen Bench's digital footprint across LinkedIn and other relevant platforms
- Manage and optimize social media presence and engagement
- Apply SEO and digital best practices to increase visibility and reach

### **Events & Industry Engagement**

- Support the planning and promotion of industry events, sponsorships, and partnerships
- Enhance Bench's presence within the life sciences community
- Identify opportunities to elevate brand visibility through strategic engagements

### **Market Intelligence**



- Monitor market trends, competitor activity, and industry developments
- Translate insights into actionable marketing and positioning strategies
- Leverage AI-enabled tools to enhance market research, competitive intelligence, and insight generation

#### **Qualifications & Experience:**

- Bachelor's degree required; marketing or related field preferred
- 8–12+ years of marketing experience, ideally within professional services, executive search, or life sciences
- Proven ability to build and execute marketing strategies in a hands-on environment
- Strong content development skills with the ability to translate complex ideas into clear, compelling messaging
- Experience developing press releases and managing PR distribution is strongly preferred
- Experience supporting business development and revenue-generating initiatives
- Solid understanding of digital marketing, social media, and SEO best practices
- Familiarity with AI-driven marketing tools and applications (e.g., content generation platforms, marketing automation, analytics tools) and an interest in applying AI to enhance marketing performance
- Strong analytical mindset with the ability to leverage data and emerging technologies to inform decisions
- Highly self-directed with the ability to operate in a fast-paced, entrepreneurial environment
- Excellent communication, writing, and presentation skills

#### **What Success Looks Like**

- A clear, differentiated brand presence in the life sciences market
- Increased visibility and engagement across digital and industry channels
- Consistent external visibility through press coverage, announcements, and thought leadership
- Strong alignment between marketing initiatives and business development outcomes
- Consistent production of high-quality, impactful content
- Measurable contribution to pipeline growth and client engagement
- Effective use of AI and digital tools to enhance productivity and marketing performance

#### **Why Join Bench**

This is a unique opportunity to build and shape the marketing function within a highly respected, mission-driven firm at a pivotal stage of growth. At Bench, our work goes beyond search. We partner with life sciences companies to place the leaders who advance innovation and ultimately improve patient outcomes.

You will work directly with senior leadership, influence firm-wide strategy, and play a visible role in elevating a brand grounded in purpose, performance, and impact. As part of a deeply collaborative, values-driven culture, you will help amplify the stories, leaders, and organizations that are advancing the future of healthcare.