

Job Title: Sr. Associate / Associate Lead - Marketing**Department:** Marketing**Reports To:** Chief Marketing Officer (CMO) / Head of Marketing**Location:** India**Employment Type:** Full-Time**Company Description**

InoRx is a next-generation, full-service Contract Research Organization (CRO) supporting Phase I through Phase IV clinical studies for biotech and pharmaceutical sponsors worldwide. Backed by the SRM Group, a \$1.4 billion global enterprise, InoRx combines deep clinical expertise with direct access to approximately 500,000 patients through the SRM hospital system, complemented by a network of nearly 500 clinical sites. Discover more at InoRx.com, follow InoRx on LinkedIn, or email hello@InoRx.com.

Position Summary:

The Sr. Associate / Associate Lead - Marketing will be a key member of the InoRx Marketing team responsible for executing global marketing initiatives, developing high-quality marketing and sales enablement materials, and supporting the day-to-day operations of the Marketing function

A significant focus of the role will be developing and refining professional, client-ready PowerPoint presentations. The Sr. Associate / Associate Lead must be highly skilled in PowerPoint and able to transform content from multiple sources, including screenshots, AI-generated materials, PDFs, and rough source content, into polished, fully editable, on-brand presentations

The ideal candidate is a hands-on marketing professional with exceptional attention to detail who consistently delivers accurate, consistent, polished, and client-ready work.

The role will work closely with the CMO and Digital Marketing Lead and requires flexibility to collaborate during both India and U.S. East Coast business hours

Key Responsibilities:**1. Presentation Development & Sales Enablement**

- Create, redesign, and refine PowerPoint presentations for client meetings, proposals, bid defenses, capabilities presentations, executive meetings, conferences, webinars, and other business needs
- Recreate slides from screenshots, AI-generated presentations, PDFs, and other non-editable formats into fully editable, professionally designed PowerPoint slides
- Consolidate complex information from multiple sources into clear, consistent, visually compelling presentations with meticulous consistency in fonts, spacing, alignment, formatting, visual hierarchy, and other design details

- Develop and customize presentations, fact sheets, case studies, and other sales enablement materials while ensuring adherence to InoRx brand, messaging, and nomenclature standards

2. Marketing Content & Asset Development

- Coordinate the development, production, updating, and maintenance of marketing materials, including fact sheets, case studies, brochures, corporate presentations, event materials, and sales enablement content
- Work with subject matter experts to translate clinical, scientific, operational, and business information into effective marketing materials
- Ensure all written materials use U.S. English and meet InoRx standards for grammar, spelling, punctuation, terminology, formatting, and professional business communication
- Maintain an organized and current library of marketing assets, templates, presentations, images, and approved content

3. Marketing Program & Project Execution

- Support the execution of global marketing initiatives, including webinars, thought leadership, public relations, sponsorships, and other marketing programs
- Develop project plans, timelines, and action lists and drive marketing deliverables through completion
- Coordinate inputs, reviews, approvals, and production across internal stakeholders, agencies, and vendors
- Track marketing initiatives, deadlines, and dependencies and proactively follow up to keep projects moving

4. Event & Conference Support

- Support planning and execution of conferences, trade shows, webinars, and other events globally
- Coordinate presentations, collateral, signage, branded items, speaker materials, vendors, and other event-related marketing needs
- Manage event timelines, deliverables, logistics, and pre- and post-event activities in collaboration with the Digital Marketing Lead, Sales, and other stakeholders

5. Marketing Operations & Coordination

- Manage day-to-day marketing project coordination and operational activities to improve the efficiency of the Marketing function
- Maintain marketing calendars, project trackers, asset inventories, vendor information, and other shared marketing resources
- Support purchase orders, invoices, vendor coordination, budget tracking, contracts, sponsorships, and other marketing operational processes
- Identify opportunities to simplify, standardize, and improve marketing processes

Qualifications and Experience

Education:

- Bachelor's or master's degree in marketing, communications, business, or related field

Experience:

- 4–7 years of B2B marketing experience, preferably within life sciences, healthcare, CRO, pharmaceutical, biotechnology, or another complex B2B industry
- Demonstrated experience developing professional client-facing and executive presentations and marketing materials
- Experience across multiple marketing disciplines, including content, events, sales enablement, program execution, and marketing project management

Skills:

- Advanced Microsoft PowerPoint skills are essential, including the ability to build sophisticated presentations from scratch, recreate non-editable slides and screenshots as fully editable presentations, and produce polished, pixel-precise work suitable for senior executive and client audiences
- Exceptional attention to detail and ability to identify and correct even minor inconsistencies in formatting, alignment, spacing, typography, grammar, and visual presentation
- Strong quality-control mindset with personal accountability for delivering accurate, consistent, polished, client-ready work
- Strong visual communication, writing, project management, organizational, and prioritization skills
- Excellent written and verbal communication skills in U.S. English
- Proficiency with Microsoft Office and familiarity with modern marketing and AI productivity tools
- Ability to independently manage multiple projects and deadlines while collaborating effectively with global teams
- Flexibility to collaborate during both India and U.S. East Coast business hours

Key Performance Indicators (KPIs)

- Quality, accuracy, and timeliness of client-facing presentations and marketing materials
- Consistency with InoRx brand and quality standards
- Timely execution of marketing projects and deliverables