

Customer Engagement and Solution Partner

Job ID
REQ-10019774
Aug 20, 2024
Lettland

Summary

-Local Brand Managers OR global / regional / local sub-function specialists within a specific marketing sub-function. -Define product strategy in agreement with local management and global marketing department, and implement supporting tactical plans/projects.

About the Role

Major accountabilities:

- Prepares content of Integrated Brand Teams and Launch Teams.
- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brand(s) -Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.
- Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results.
- Identifies area market insights and opportunity via customer interactions -Executes central marketing activities as well as regional initiated marketing activities -Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives - Collaborate with Marketing and Medical teams to maximize activities: -Scout centers, KOLs and OLs by disease within assigned territory -Identify specific needs for each segment of patients and the implications of the disease for each of them within assigned territory

Key performance indicators:

- Market share & market share growth.
- Performance management and employee relations, feedback, meetings, surveys (i.e. Field Force, Marketing capabilities, Global Marketing, Medical Department,Regulatory Department) -Ensure full compliance to all regulatory requirements

Minimum Requirements:

Work Experience:

- Cross Cultural Experience.
- Project Management.
- Operations Management and Execution.

Skills:

- Agility.

- Asset Management.
- Commercial Excellence.
- Cross-Functional Collaboration.
- Customer Orientation.
- Digital Marketing.
- Healthcare Sector Understanding.
- Influencing Skills.
- Marketing Strategy.
- Negotiation Skills.
- Operational Excellence.
- Priority Disease Areas Expertise.
- Product Lifecycle Management (PLM).
- Product Marketing.
- Product Strategy.
- Stakeholder Engagement.
- Stakeholder Management.
- Strategic Partnerships.

Languages :

- English.

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TEst Hello

Division

Innovative Medicines International & Chief Commercial Office

Business Unit

Innovative Medicines

Standort

Lettland

Site

Latvia

Company / Legal Entity

LV01 (FCRS = LV001) SIA Baltics, Latvia

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular (Sales)

Shift Work

No

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