

ROLE : Marketing Manager

Exp: 15 – 20 years

Industry: Pharmaceutical and Candidates with Oncology experience need only apply

Salary: Not Disclosed

- Conceive and develop efficient and intuitive marketing strategies and ensure implementation.
- Conduct market research and analysis to evaluate trends, brand awareness and competition ventures.
- Initiate and control survey to assess customer requirements and dedication.
- Maintain relationships with media vendors and publishers to ensure collaboration in promotional activities.
- Monitor progress of campaigns using various metrics and submit reports of performance.
- Employ marketing analytics techniques to gather important data (Social media, web analytics, ranking etc.)
- Update spreadsheets, databases and inventories with statistical, financial and non-financial information.
- Assist in the organizing of promotional events and traditional or digital campaigns and attend them to facilitate their success.
- Prepare and deliver promotional presentation.
- Write marketing literature (brochures) to augment the company's presence in the market.
- Technical support to field sales team
- Training of sales team.

**KRA:**

- Strategy development
- Brand development
- Innovative marketing
- Sales people competency development, product knowledge, market knowledge

**KPI:**

- Total sale
- Product wise sale: (min 80% sale of 80% products)
- Brand development
- Market penetration
- No. of market activity/ Satisfaction
- Market survey & data about particular segment
- Key product profit contribution
- Variance to expense budget
- Project milestone on time

**Roles and Responsibilities**

- Achieve marketing & sales objectives for the products
- Design marketing strategies as per the industry and Organization framework to achieve desired market share and growth
- Develop and implement annual brand plan and oversee the execution with periodic monitoring of KPIs.
- Meet and develop important customers and members of trade channel
- Actively drive engagement with the sales team. Conduct cycle meets to roll out brand strategies and plans to implement
- Plan promotional and communication inputs (as per defined planning cycles) and ensure adequate brand support in terms of brand services and training to the field
- Plan new strategies / life cycle management through periodic review of brand / market environment
- Timely utilization, analysis and controlling P&L cost for assigned portfolio
- Analyse market data from various sources for monitoring of market shares & continuous tracking and analysis of competitor activities including new product launches

- Analyse & Initiate the need for Market Research, apply the findings to support the newer strategies to achieve goals

**WHO YOU ARE:**

- Science/ Pharmacy graduate with a Management degree and having at least 8 years of relevant experience in Oncology Pharma marketing
- Experience in launching new brands in Oncology segment
- Excellent presentation and communication skills.
- Knowledge of market and competitive scenario
- Strong analytical abilities and creative mind-set
- Team Management experience
- Deep interest in attracting the best talent and developing them.
- Shows a strong understanding of the business environment, and understands factors, trends and issues which influence the company's business performance
- Proven ability to foresee the trends, its possibilities and able to translate them into winning strategies