

Job Description

GPM/Sr. Brand Manager/Brand Manager - Dermx

Description

JOB SUMMARY:

The incumbent will be responsible for developing marketing strategies and developing promotional material for assigned brands leading to increase in market share.

The employee must conduct their work activities in compliance with all DermX internal requirements and with all applicable regulatory requirements. DermX internal requirements include compliance with ethics, environmental health and safety, financial, human resources, and general business policies, requirements and objectives.

KEY DUTIES AND RESPONSIBILITIES:

1. Responsible for designing Marketing Strategy, Cycle plans, Promo inputs such as Visual aids, literatures and ensure effective implementation of the same in the field to meet specific organizational objectives for the assigned brands.
2. Analysis of Internal Sales Data, ORG, C-Marc/SMSRC and other primary research information for the assigned brands & segments, for both internal as well as competitor products
3. Train the new field staff on the disease / products; the promo material usage. Conduct refresher courses periodically. Guidance on customer identification / profiling
4. Support the field staff on field communication, doctor objections, and queries, handle competitor claims, and manage Key Opinion Leaders.

Qualifications

Education and Experience:

Must be a graduate (Preferences would be given PG – MBA in marketing, Post Graduates, Graduates in science in the same sequence with decreasing priority).

Must have - Experience 3+ years in brand management in pharma marketing (Preferences would be given for Brand management experience in Derma and/or pharma sales experience in pharma sales in addition to brand management)