

JOB DESCRIPTION

Product Innovation Manager

"This job description is intended to convey information essential to understanding the scope of the job and the general nature and level of work performed by job holders within this job. But, this job description is not intended to be an exhaustive list of qualifications, skills, efforts, duties, responsibilities or working conditions associated with the position."

POSITION PURPOSE

The Product Innovation Manager is responsible for the product innovation within Heel Belgium by expanding the current Heel portfolio of natural medicines with the introduction of new products. In that perspective he/she keeps a close eye on trends and developments in the market in order to identify new opportunities. He/she assesses existing products/formulas or creates and launches new products (e.g. food supplements, medical devices, cosmetics, ...) in existing and new categories and that contribute to profitable growth. He/she organizes extensive market research & gap analysis, assessment or creation of the formula and packaging, the launch of the products including development of the marketing plan & materials and the follow-up of the products/brands in the markets.

The role functions with a hands on mentality and an entrepreneurial mindset for new to develop products and for the existing portfolio. He / She acts as a link within the company and between the company and external parties, ensuring that effective and optimal product formulations are created with suitable claims and in compliance with appropriate legislation. He / She guarantees shared understanding and alignment on all dossiers or projects. The Product Innovation Manager acts as the principal project lead for new product ideas in close collaboration with Sales & Marketing, Regulatory Affairs, Production and external parties.

The Product Innovation Manager reports to the Medical & Marketing Manager for all operational, commercial and technical aspects of the new product development activities.

ESSENTIAL DUTIES AND RESPONSABILITIES

Be the principal project lead for all new product innovation activities.

Identify new business opportunities

- Spots market trends and identifies new opportunities and markets. Assesses potential new products or business opportunities that have the potential to contribute to profitable growth.
- Conducts appropriate market research to determine market requirements for new/future products.
- Ensures sufficient market and field contacts that enable the setup of appropriate actions.
- Drawing up a strategy for approaching new markets/categories/target groups and develops bottom-up business cases for new products/projects in close cooperation with S&M management.

Product innovation

- Based on the extensive market research, gap-analysis and profound knowledge of raw materials and active ingredients, assesses existing products/formulations on the market or develops and creates the best possible formula in close cooperation with Regulatory Affairs in order to ensure the most suitable health claim, with Production and/or with an external partner specialised in formula creation. Participates in S&M product innovation meetings in which the formulas are presented, tested and next steps are defined. Assure feedback to production or external parties until the right formula is found and necessary analyses and reports are available.
- Always ensures a smooth collaboration and feedback with RA in terms of requested/desired/possible claims and production department in terms of production possibilities and testing facilities. Adjust the formula where needed so the product can have the necessary claims according to the allowed legal requirements and the marketing strategy.
- Creates new packaging design in case of a new brand and develops the final packaging – including sample packaging when applicable – in cooperation with S&M, Regulatory Affairs, Production and external parties.

Create marketing plan and budget

- Develops, establishes and maintains marketing strategies to maximize sales and profit and in order to increase brand awareness and improve customer relations.
- Develops, implements and executes the marketing plan including sampling plan, coordinates and controls the new product launch activities or new project activities.
- Monitors sales development, market share and market trends, reports on deviations and proposes corrective actions.

- Manages, monitors, respects and controls the budget for new business development. Signals deviations and reports on a monthly basis of expenses, analysing the monthly and year-to-date situation vs budget, FC and LY.
- Monitors pricing of competition on a regular basis and provides insights in price evolutions in the market. Enables fact based decision making with regards to price setting or increase for the new established products.

Develop campaigns & materials

- Develops communication strategies, innovative and creative marketing campaigns and messages that are impactful, address customer needs and are persuasive to the target audience.
- Increase brand awareness by developing both offline (o.a. sales aids, leaflets, folders, POS-material...) as online marketing materials and campaigns (eg. banners, video, website, blog...) that supports the brand image and product positioning.
- Cooperates with external agencies (advertising agency, translation agency, POS-suppliers). Encourages the organisation of pre-testing of promotional materials where necessary.
- Ensures that any produced promotional material is in the line with – when available – corporate/brand guidelines and in full regulatory compliance, while providing the most effective way to develop sales growth.
- Cooperates closely with the online marketer for the online communication strategy, development of an e-commerce strategy and planning of online activities if applicable.

Support to the sales force and follow-up

- Ensures on time optimal logistic support to the sales force in terms of promotional materials and campaigns in order to achieve and surpass agreed sales for focus products. Monitors the distribution of the materials and the follow-up of the stock.
- Carries out field trips in order to evaluate the overall application and accuracy of the marketing strategies and promotion plans and to maintain first hand contacts with target audiences. Proposes necessary actions to eventually correct in line with the medium / long term strategic plans.
- Ensure that the District Managers will be involved in the development process of the promotional material, while maintaining the general trends of the strategies.
- Participates in training courses and cycle meetings, in order to inform (new) sales representatives about the marketing strategy for the (new) products, the market environment and all on-going marketing activities and materials. Motivates the Sales Force to follow and apply those strategies.
- Handles and answers marketing related enquiries from the Sales Force.
- Maintains close links with the sales force, target audiences, external marketing and sales organizations in order to have an appropriate market knowledge, build competitive intelligence and keep up-to-date on commercial, marketing and medical trends. Reports regularly on any relevant findings to the Medical & Marketing Manager.

QUALIFICATIONS / KNOWLEDGE/EXPERIENCE

Basic Education and technical capacities

- University degree in life science related field/marketing or economics (or proven successful experience in the same job)
- Appropriate computer skills (Word, PowerPoint, Excel)
- Knowledge of and experience in online marketing

Professional experience

- Minimum 4 years of experience in marketing or product management or similar position within the Belgian pharmaceutical industry.
- In depth knowledge of the marketing of pharmaceutical products (with preference food supplements or medical devices)
- Interest and experience in product development within existing or new to develop portfolio's.

Language Skills

- Fluency in Dutch, French and English (spoken and written)

COMPETENCIES / BEHAVIOURS

Personal Qualifications

- Ability and enjoying to work in complex and changing environments
- Excellent communication and presentation skills
- Pro-active, result and solution oriented with a hands-on spirit
- Strong analytical skills while keeping the overview
- Good problem-solving technique
- Planning and organisation skills
- Shows ownership
- Capability to develop innovative and creative marketing campaigns
- Open, curious towards potential new developments or out of the box ideas
- Able to shift gears and to deliver, also within sometimes tight timelines
- Team player
- Drive and eagerness to learn & grow and stay up-to-date
- Identifies with Heel's Vision & Mission

Applications are welcome via: <https://www.hudsonsolutions.com/be-en/job/product-innovation-manager>