

VACATURE

Marketing Manager

JOB DESCRIPTION

POSITION PURPOSE

The Marketing Manager is accountable for the management of the marketing team and plays an active role in specific fields of marketing (OTC/DTC/BD,...) within Heel Belgium. The team includes a product manager and 2 scientific and medical education managers. Together this team provides all necessary support within Heel Belgium in order to improve the internal and external value of our marketing team and in consequence achieve budgeted sales / profit objectives for core Heel.

The MM supervises all marketing activities, including the medical educational actions. He/she is responsible for the planning, development and the correct execution of qualitative marketing materials towards pharmacies and patients and also for specific brands.

He/she reports to the Head of Sales and Marketing for all operational, commercial and technical aspects of the marketing & medical education activities.

The marketing manager plans, develops, monitors and controls the activities of :

- the Product Manager Ethical
- the Scientific & Medical Education Managers

He/she works closely together with the other departments such as Sales, Regulatory Affairs, Finance, Production, Warehouse and Headquarter marketing.
He/She will represent Heel towards external parties when needed.

ESSENTIAL DUTIES AND RESPONSABILITIES

- Management of the marketing team

- The marketing manager coaches, motivates and develops her individual team members, ensuring full exploitation of all sales opportunities by establishing and monitoring adapted programmes for improvement.
- Furthermore, he/she will evaluate their global activity every year with an evaluation sheet and performance appraisal.
- She plans, monitors and controls all the activities of her team.
- She ensures that standard of knowledge (marketing, market, medical) are existing and known at the level of her team.
- He/she installs appropriate internal communication and training process that ensure all S&M team members can benefit from aligned understanding of medical and marketing information.
- He/she installs the setting where medical knowledge is the base for marketing, which further forms the base for the activities of the team of medical representatives.

- Marketing planning and budgeting

- Manages, monitors, approves and controls all the activities of the marketing department (marketing, advertising, promotional and medical education) with the objective of achieving sales budget, optimizing profitability according to needs and within the frame of accepted budgets.
- Monitors sales development, market share and market trends, reports on deviations and proposes corrective actions.
- Develops, establishes and maintains marketing strategies in line with global brand strategies to maximize sales and profit and in order to increase brand awareness and improve customer relations.
- Develops operational brand plans in line with the commercial strategy and objectives.
- Analyses and evaluates marketing effectiveness and recommends corrective actions to the product manager. Monitors implementation of such actions to ensure success.
- Prepares and submits in due time, an Annual Marketing Plan, developed according to company guidelines. This plan will cover a.o. the promotional budget proposal (including challenging marketing and medical education expense budget) and the requested analyses for the budget process within the S&M department.
- Manages, monitors, respects and controls the marketing and medical education budget. Approves marketing and medical education expenses in line with budget and according to company procedures. Signals deviations and reports on a monthly basis of marketing and medical education investments, analysing the monthly and year-to-date situation vs budget, FC and LY.
- Participates and provides support to the 5 year company strategic plan, budget and forecast.
- Monitors pricing of competition on a regular basis, performs pricing analysis and provides insights in price evolutions in the market. Enables decision making with regards to price setting for Core Heel products and provides input for price increase request.

- The utilization, planning and development of the Medical Education manpower, for further KOL development and implementing all necessary trainings and activities to support the field force for achieving objectives.
- Leads marketing and Medical Education meetings to assure optimal alignment between marketing and medical education.
- Maintains a good relation and an open line of dialogue concerning plans, activities and achievements within the Sales, Production, Finance, R.A. and logistics departments and with HQ marketing.

- Responsibility of commercial approach and implementation of marketing plan

- Improves marketing effectiveness by developing communication strategies, innovative and creative marketing campaigns and messages that are impactful, address customer needs and are persuasive to the target audience.
- Develops and implements marketing plans in order to achieve sales budget and to increase brand awareness by developing (for Pharmacies and patients), supervising and approving marketing material (Sales aids, leaflets, folders, POS-material, pharmacy trainings ...) that supports different customer groups in advising their patients and supports our 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.
- Elaborates and proposes new strategies based on market insights and field feedback in close cooperation with sales management.
- Organizes, coordinates, monitors and approves all marketing and educational activities (strategies, plans, materials, presentations, events) of his/her team in line with the Marketing Plan.
- Collaborates with Sales, Regulatory Affairs and Medical for all related promotional material.
- Collaborates and monitors packaging development and approves all packaging materials in cooperation with Regulatory Affairs and HQ Marketing.
- Initiates Marketing-RA meetings and frequent interaction with RA to assure optimal alignment between RA submissions and the marketing strategy.
- Leads PM-DM-ME meetings in order to align between marketing, medical and sales and to follow-up on implementation of strategies and materials.
- Ensures that any produced promotional material is in the line with the Global Corporate guidelines, brand resource kit and in full regulatory compliance for promotional materials, while providing the most effective way to develop sales growth.
- Develops new and improves existing pharmacy trainings to train pharmacists and their staff on our main brands in order to improve their advising role and increase cross-selling.
- Writes articles for the Heel blog and cooperates closely with the online marketer on our online communication strategy. Provides input for brand websites or to improve the content of the Heel website in order to increase the awareness of Heel and Heel brands in the market.

- Support to the Sales Force and field feedback

- Ensures on time optimal logistic support to the sales force in terms of appropriate marketing strategies, promotional materials and campaigns, medical events and trainings, 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 assigned products/brands, 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 Head of Sales and Marketing.
- Acts as back-up for relevant internal processes.

- *New Products/Business opportunities*

- Acts as principal project lead for specific business development activities in collaboration with Regulatory, Medical, Sales & Marketing teams.
- 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.
- Develops business cases for new products/projects in line with corporate guidelines.
- Develops, implements and executes marketing plans and coordinates and controls the new product launch activities or new project activities.

QUALIFICATIONS / KNOWLEDGE/EXPERIENCE

Basic Education and technical capacities

- University degree in science related field/ marketing or economics (or proven successful experience in the same job)
- In depth knowledge of the marketing of pharmaceutical products (marketing plans, market research sources & techniques, advertising, sales promotion etc)
- Appropriate computer skills (Word, Excel, Powerpoint)
- Knowledge of and experience in online marketing

Professional experience

- Minimum 6 years experience in marketing or product management or similar position within the Belgian pharmaceutical industry.
- Experience in people management is important.
- Experience as a medical representative will add value.

Language Skills

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

COMPETENCIES / BEHAVIOURS

Personal Qualifications

- People management skills
- Ability to work in complex and changing environments
- Excellent communication and presentation skills
- Result oriented with a hands-on spirit
- Strong analytical skills while keeping the overview
- Planning and organisation skills
- Pro-active
- Openness and capability to develop innovative and creative marketing campaigns
- Good understanding of market data
- Team player
- Drive and eagerness to learn & grow
- Identifies with Heel's Vision & Mission