

JOB DESCRIPTION

Scientific & Medical Education Manager

POSITION PURPOSE

The Scientific & Medical Education Manager provides medical and scientific knowledge, insights and support within our scientific areas within the foreseen timeline and reports to the Head of Sales & Marketing.

He/she ensures that the medical background of all our scientific areas is understood and form a solid base for communications to our customers at every level. He/She provides medical and scientific training for both sales force, marketing and internal staff. He/she ensures solid proof medical content by generating scientific understanding and messages from preclinical and clinical data and by integrating medical insights into sales and marketing materials as well as into medical presentations and trainings.

He/she will be the driving force for medico-scientific development and dissemination of qualitative scientific information by the organization of medical and scientific events in line with the sales and marketing strategy. This includes a strong interaction with several opinion leaders in order to ensure KOL and speaker management and development.

The S&ME manager ensures by approving and adjusting were needed, that all the marketing materials are correct from a medical and scientific point of view. (quality control and proofing)

ESSENTIAL DUTIES AND RESPONSABILITIES

- *Medical and scientific training and development of medical content in line with priorities set by marketing*
 - Provides medical and scientific training, expertise and support to sales force, marketing and internal staff within requested timing.
 - Responsible for creation, adaptation or update of all trainings and education materials and presentations (national or international). This includes inclusion of trainings and evaluation in the Heel learning portal and the use of new tools/media for the training of internal employees and external stakeholders.
 - Provides input in the database claims and the Publication Information Packages which include scientific statements, key messages, FAQ and objection handling for respective publications. Organizes regular training on the content of database and PIP.

- Serves medical insights and expertise to the marketing strategy and ensures solid proof medical content for the communication materials in conjunction with marketing. This will occur by generating scientific conclusions and messages from preclinical and clinical data and by integrating medical insights into the marketing materials and medical presentations/trainings.
- Provides pro-active and re-active medical and scientific support to the marketeers that help define USP, relevant indication, patient / consumer target and product characteristics for existing and new products of Heel and relevant competitors. Ensures that this input contributes to the creation of customer oriented marketing materials.
- In depth analysis of trial data and translation into clear conclusions in order to provide correct interpretation by the marketing and sales team
- Provides medical advice by handling and answering medical scientific questions from all different customers and Heel staff and by ensuring Medical hotline assistance for telephone questions of pharmacists.
- Assures an expert knowledge of products, therapies and diseases. Reports regularly on any relevant findings to the marketing team and if needed translates this in medical conclusions for the S&M team.
- Provides support to departmental members ad hoc throughout project developments and to ensure deliverables meet their target deadlines
- Open for the use and the interaction of several new media in order to monitor the medical evolutions.

- Medico-scientific development and dissemination

- Ensures KOL management and development by establishing and extending cooperation with key opinion leaders and universities. This is monitored by regular overviews that also serve as information to sales and marketing.
- Ensures speaker development by regular screening, training and coaching of relevant customers/new and existing speakers and assure an optimal follow-up and collaboration. The evolution is tracked and monitored actively.
- Screens and verifies the content/quality of all lectures of internal/external speakers.
- Organizes and coordinates qualitative scientific events (seminars, symposia, ...) in line with the sales and marketing strategy to ensure medico-scientific development and dissemination.
- Plan, organize, participate and coordinate SAB's, focus groups, expert groups and key conference activities when appropriate in order to generate new medical insights and provide such developing insights to marketing.
- Manages the Medical events module in the CRM system to create and send invitations and evaluations for events and assure event coordination and follow-up.
- Regularly attends scientific and medical events in order to stay up to date, to interact with the scientists and customers and to evaluate the quality of the location, speaker and scientific programs.
- Act as medical and scientific interface with other departments (RA), as well as with HQ, opinion leaders and customers.
- Creation or assessment of new study proposals and study protocols with medical and scientific expertise to ensure the fit with medical and marketing strategic goals and in alignment with HQ.

- Review and support the writing of manuscripts of opinion leaders on our products and our scientific area.
 - Review and approval of marketing materials
- The S&ME manager ensures by approving and adjusting where needed, that all the marketing materials are correct from a medical and scientific point of view. (quality control and proofing). He/she ensures all communications are based on a solid medical base and improve the scientific interaction with customers at all levels.
- In case requested or needed, he/she will install regular updates to ensure expertise and insight is concrete and actively used.
 - Planning, budgeting, reporting and operations
- Provides support in the preparation of budget, forecast and strategic planning with a focus on scientific and medical activities in cooperation with the Head of Sales & Marketing.
- Proposes activities and related expenses budget, manages and respects the approved Medical Education budget and reports monthly on deviations.
- In alignment with S&M, reports to HQ on a quarterly and annual base in general the progression of Medical Education events and the respective budget.
- Reports pro-actively and re-actively the status of projects on a monthly basis and on regular basis in departmental meetings.
- Participate at all relevant team and alignment meetings and ensures accurate planning for preparations if needed.
- Provides monthly input for monthly reporting on medical and scientific activities and relevant events.
- Uses a retroplanning to have a clear planning of trainings, events and activities.
- Provides on a monthly basis reporting and evaluation of events with clear dashboard to sales & marketing management.
- Reports every customer contact in the CRM system, to ensure a full picture of interactions on customer level.
- Ensures full regulatory and transparency compliance and acts in line with GDPR and HQ guidelines on corporate policy and branding for all presentations, materials and events.

QUALIFICATIONS / KNOWLEDGE/EXPERIENCE

Basic Education and technical capacities

- University degree in pharmaceutical sciences or scientific oriented domain
- Appropriate computer skills (Word, Excel, Powerpoint)

Professional experience

- A minimum of 5 years experience in a medical oriented position in the Belgian pharmaceutical industry is required
- Experience in or affinity with the homeo-phyto market is a plus.

Language Skills

- Fluently French, Dutch and English (spoken and written). French native speaking is considered of positive value.

COMPETENCIES / BEHAVIOURS

- Liaise easily with Health Care Professionals
- Likes to empower team members and is able to work in team and independently
- Excellent communication and presentation skills
- Planning and organisation skills
- Eye for detail, analytical skills
- Able to prioritise and to stick with timelines
- Positive hands-on spirit and mind-set
- Proactive and open to others input and point of view
- Eager to learn & grow his/her knowledge and competencies
- Identifies with Heel's Vision & Mission, while remaining critical constructive
- Openness towards new (online) media and communication tools