



SEARCH SOLUTIONS

I-Talent Gagnon & Partners are search and recruitment experts for Executives, Managers and Technical Specialists positions.

We are recruiting on behalf of our client, a major international group, an experienced and qualified:

Marketing Manager (M/F)

Mission

Responsible for the management of the marketing activities in the country, in coordination with the Country Manager / Sales Director. This role will ensure the effective implementation of brand tactics and strategies and will assist in the development of comprehensive product plans aimed at maximizing the value of all product indications

Key responsibilities

- Demonstration of strong brand management experience and skills in areas such as but not limited to brand management
- Strategic planning to ensure the sale and profitability of product indications, analyzing business developments and monitoring market and customer trends
- Develop ongoing liaison with key opinion leaders, patient support groups and other healthcare organizations to ensure that significant developments in the field are identified and monitored
- Congress management
- Promotional program development and implementation sales support
- Development of annual country plans, budgets and forecasts
- Maximize brand performance and profitability while controlling promotional expenses
- Work effectively and collaboratively with marketing, sales and other cross functional teams

Education and experience

- Minimum of 5 years of demonstrated experience in pharmaceutical product launch, market access, or as sales representative in the country / or multi country;
- Experience in digital marketing;
- Previous KOL relationship and institutional account management experience;
- Fluent spoken and written English.

Competences

- Deep marketing expertise in market & customer insights, product commercialization and branding;
- As a strategic thinker/planner, you also have strong process skills;
- Excellent communication and presentation skills are essential for this position;
- Capability to develop and implement new ideas through collaboration;
- Ability to motivate and work well with diverse, global and cross functional teams and demonstrate organizational influence;
- Excellent oral and written communication skills;
- You are willing to travel 25% of the time.

**Please apply on our website: recrutement@i-talent.com
together with your CV and motivation letter. Thank you.**

**Only applications via this e-mail will be considered for this recruitment. If you don't
receive a reply to your application within 2 weeks, please consider that your file has not
been shortlisted.**