



SEARCH SOLUTIONS

I-Talent SA are experts in the researching and recruitment of Executives, Managers and Technical Specialists.

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

DRY EYES CATEGORY PORTFOLIO MANAGEMENT, ASSOCIATE DIRECTOR

MISSION

- To lead the assigned very large portfolio of dry eyes brands at EMEA level, through building strong relationships with key stakeholders (internal & external) at regional and local level, with full accountability for brand performance and budget.
- To plan, execute, and assess impact of marketing projects related to these brands.
- To implement a process to continuously monitor competitive activities and thereby enable the company to stay ahead of the competition.
- Lead Brand Planning in close cooperation with EMEA Strategic Portfolio Team and ensure appropriate regional/country implementation of EMEA Brand & Portfolio strategy with focus on assigned brands.

MAIN RESPONSIBILITIES

- Lead and develop strategy and content: Strong presence through detailing to ophthalmologists together with demand creation.
- Work cross-functionally across the portfolio to ensure DTC strategies and tactics are aligned with Company's overall strategy.
- Lead the development of the Brand Plan for the assigned brands at regional and local level to ensure strong cross-functional and regional alignment around the brand strategy and execution of the strategy
- Develop the marketing tactical plans outlining key activities and programs by channel, that address agreed critical success factors/strategic imperatives for the assigned brands, and execute within agreed timelines and budgets.
- Identify and leverage stakeholder insights to drive differentiation and growth for assigned brands.
- Define, plan and deliver Digital Strategy for assigned brands to create pull effect from stakeholders.
- Evaluate, research market conditions, competitor data and implement Brand Plan changes as needed with consistent development of data sources.
- Establish success factors & KPIs for business/activities & brands.
- Maintain full accountability for brands/portfolio performance, financial forecasts, budgets and supply. Deliver the annual forecast.
- Develop and maintain preferred partner relationships with key customers across EMEA in collaboration with i.e. EMEA BD, Medical Affairs, Regulatory, Market Access and country Marketing / Sales teams.
- Plan, prioritize and support territory expansion as per launch readiness process.
- Assume ownership of key internal brands presentations (Business Reviews, Brand Team Meetings/Training, etc).

- Act as key Point of Contact for Company EMEA dry eye/allergy portfolio related enquiries and deliverables.

EDUCATION AND COMPETENCIES

- Requires a minimum of a B.S./B.A. degree in life sciences and/or marketing/management.
- Minimum 5 years' experience in the pharmaceutical industry.
- Minimum 3 years' operational experience in brand marketing for dry eyes with success track record.
- Experience in Rx portfolio or OTX category management for dry eyes in highly competitive markets.
- Experience working in diversified, complex environment with multiple stakeholders.
- Consumer marketing experience.
- Digital Marketing & Communication experience.
- Ability to manage through teamwork, trust and shared expectations.
- Excellent organization, communication, analytical and problem solving skills.
- Excellent English language skills written and verbal, other European languages a plus.
- Skilled in computer tools.

OTHER

Flexibility and willingness to travel within EMEA, occasionally internationally.

Position can be based in one of our client's European affiliate.

Please apply on our website: www.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.