



## **Job Description: Product Manager – Reproductive Medicine**

### **Main Job Function**

To profitably market and promote the product(s) under your responsibility within the IVF/Fertility therapeutic area, women's health or the Homecare service sector through the development of professional marketing plans and promotional programmes through the excellent use of product and technical knowledge combined with a high degree of professionalism and drive.

**Reporting to:** Managing Director

### **Responsibilities:**

1. To develop profitable sales and achieve or exceed sales and profitability targets for products and/or services within your allocated responsibility. To achieve this through developing coordinated marketing plans and promotional programmes through creative use of supporting scientific, technical, product and commercial data. Products concerned are:
  - a. Merional
  - b. Fostimon
  - c. Lubion
2. To provide credible and professional marketing support targeted to our potential prescribers and through our sales force enabling the team to effectively promote and differentiate our products and services to specified target audiences.
3. To develop credible, beneficial and strong relationships with key stakeholders within the therapeutic areas that your marketing programmes are targeted at and to help develop and enrich those relationships and facilitate liaison with other Pharmasure personnel.
4. To promote and gain acceptance of Pharmasure as a company aspiring to excellence and to promote the excellence of our products and services in order to achieve profitable sales growth within the UK and Ireland.

### **Duties:**

1. Produce gain approval of and implement on time and within budget marketing and promotional plans for specified products and services.

2. To enthuse and win the hearts and minds of the sales team in using materials and implementing such marketing and promotional programmes.
3. To develop and keep up to date a strong product and technical knowledge of the products relevant to the products or services being promoted.
4. To communicate effectively with stakeholders (both internal and external) and to develop sound working relationships with these individuals.
5. Make credible, mutually respectful contacts with target clinicians (gynaecologists, nurses, scientists and managers) and to facilitate and encourage the extension of these relationships to other members of the Company.
6. Create presentations of our products and services in order to convey appropriate benefits of those products and services.
7. Provide solutions to customer problems by creative use of Pharmasure knowledge, contacts and resources.
8. Provide monthly reports analysing sales, summarising progress against objectives, commenting on variances against plan and setting priorities, programmes, objectives for the future.
9. Maintaining a high awareness of and regularly reporting on competitor activity including, for example, prices, promotional tactics, clinical studies and sponsorship.

### **The Person**

1. Analytical approach, strong scientific interest and appreciation. Willing to challenge assumptions.
2. Intellectually agile – can absorb technical and scientific data and use this with creativity in marketing and promotional activity and to achieve credibility and change with customers.
3. Excellent attention to detail – but ability to deliver on time on budget.
4. Excellent command of spoken and written English.
5. Conscientious and thorough; always does what he/she says will do – reliable.
6. Professional – has a high degree of integrity and loyalty.
7. Motivated to grow both professionally and personally within an innovative, developing company.

### **Experience**

1. Successful track record and interest in the marketing of specialist hospital pharmaceutical sales (i.e. niche products) 2 years' minimum.
2. Evidence of drive and self motivation; a hunger to succeed in a specialist hospital environment.
3. Evidence of creativity in marketing and promotional programmes.
4. Evidence of ability to establish strong, mutually respectful relationships with key personnel in customer units
5. Science or life-science background (degree) to ensure ability to rapidly get to grips with technical, clinical and scientific aspects.
6. Marketing and/or business qualification