

Международная медико-фармацевтическая компания «Органон» представлена более чем в 140 странах мира и располагает штатом из более чем 9000 специалистов. Компания видит своей целью улучшение здоровья женщин и имеет в портфеле более 60 лекарственных препаратов для разных терапевтических областей. На российском рынке «Органон» представлена с января 2022 года.

Мы работаем, чтобы предоставить женщинам, членам их семей и их окружению возможность выбора лекарственных препаратов, направленных на лечение широкого спектра заболеваний и состояний. Наш портфель препаратов представлен 3 основными направлениями: Женское здоровье, Респираторная медицина и Терапия боли.

Brand & Customer Manager

Position Overview Brand & Customer Manager (BCM) responsible for developing, monitoring and innovatively refining in country marketing activities and strategies for certain products to increase market penetration and profitability. To do this, he/she ensures country alignment with global and regional brand strategy and planning. Analysis market trends and develop product positioning and growth strategy.

Specific responsibilities include:

- Lead development of annual strategic and monthly operational brand planning in-country, considering in-depth understanding of customer and patient needs, the market environment (including competitive intelligence), resource availability and strategy and planning standards
- Leads development, execution, refining marketing plans to meet sales and share results, optimizing available resources
- Analyze key competitors' performance and marketplace and identify key measures to assess plan performance at the market, segment, and customer levels, considering key drivers of customer and consumer behavior
- Establish and maintain strong working relationships with key customers and top opinion leaders. Identify and lead execution of key opinion leaders' development program, in support of in-country brand planning
- Ensure cross functional work with strategy and planning Brand team, Sales & Commercial, Medical Affairs department, purchasing and finance departments, key opinion leaders
- Actively take part in developing and implementing the Portfolio Selling concept

Qualifications, Skills & Experience:

- University degree
- Successful working experience of no less than 3 years in marketing
- Thorough understanding of product life cycle
- Excellent communications skills
- Initiative, strategic thinking and creative problem-solving approach
- Excellent analytical and planning skills
- Advanced English

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