

**Company** : **LARGE PHARMACEUTICAL CO.**

**Location** : **Mumbai**

#### POSITION SUMMARY

- Success of New Product launches
- Divisional M.S %; Growth and Customer segments support (Prescriptions, base and P/D)
- Driving Implementation of Strategy – (Divisional and Brand)
- Budgeting and allocation of resources
- Drive power brand performance
- Ensure the tools for implementation for the Marketing plan and programmes are provided to the sales force on time.

#### OVERALL JOB RESPONSIBILITIES

	Responsibility	Results Expected/ Target
1	<b>Brand Management</b>	<ul style="list-style-type: none"> <li>☞ Formulating strategic plans, Promotional activities, conducting Brand Meetings &amp; marketing operations thereby achieving Brand Objectives.</li> <li>☞ Conducting competitor analysis by keeping abreast of market trends &amp; competitor to achieve the market share metrics.</li> </ul>
2	<b>Marketing &amp; Sales</b>	<ul style="list-style-type: none"> <li>☞ Preparing sales &amp; marketing plans for promoting various Dialysis Products in accordance with macro plans of company.</li> <li>☞ Formulating long term strategic plans, conducting negotiations &amp; marketing operations thereby achieving increased sales</li> <li>☞ Streamlining pre-existing processes to enhance efficiencies, while minimizing operational time.</li> <li>☞ Conceptualizing and implementing sales promotional activities as a part of brand building &amp; market development effort.</li> </ul>
3	<b>Relationship Management</b>	<ul style="list-style-type: none"> <li>☞ Building and strengthening relationships with key accounts, medical fraternity, opinion leaders by conducting various meetings, CMEs, etc. thereby ensuring high customer satisfaction by providing them with complete product support</li> </ul>
4	<b>Training</b>	<ul style="list-style-type: none"> <li>☞ Training the sales team for ensuring optimum performance to deliver quality services.</li> </ul>
6	<b>Business Development</b>	<ul style="list-style-type: none"> <li>☞ Studying business potential, monitoring competitor activities and planning counter measures.</li> <li>☞ Identifying and pursuing business opportunities through market surveys.</li> <li>☞ Mapping as per targeted plans as well as through lead generation.</li> </ul>

#### EDUCATION AND EXPERIENCE

- Graduation is mandatory/ FTMBA would be preferred.

Email: [resume@hindco.com](mailto:resume@hindco.com) | Visit: [www.hindco.com](http://www.hindco.com)