

JOB RESPONSIBILITIES:

- Effective Brand Strategies:** Responsible for formulation of SMART Brand strategies (Specific, Measurable, Achievable, Realistic and Time Bound) for assigned brand portfolio, implementation of the planned activities to meet Brand objectives.
- Quality Print Inputs:** Ensure the quality & standard of marketing collaterals for assigned brands.
- Market Intelligence:** Responsible for gathering market intelligence for Pharmed products and sharing with the team.
- New Product Identification:** Identification of new formulations which have a potential to become minimum 5 Cr. in 2 years.
- Conduct of Strategy Meetings & Participation in SDMs:** Actively participate in Strategy meetings, Product Launch meets & SDMs and ensure overall corporate objectives for the meetings.
- Regular Support to Field:** Continuously & actively support field force on the activities, campaigns. Support field force with SDM slides & detailing guidelines / tutorials for effective implementation of the strategies.
- Joint Field Work:** Plan & carry out JFW in the assigned regions at least 5 days in a month. Test marketing input communications by discussing with doctors, provide effective feedback on the inputs. Gather key market insights through Dr. as well as retail survey.
- Conference / CME Participation:** Participate in National / Zonal / State conferences as well as CMEs as per corporate requirement.
- Growth in IQVIA / AWACS / SMSRC / CMARC:** Ensure growth in Market Share, Rx Share / Rx Base in Market Data through effective brand strategies & implementation.
- Allied Operational Activities:** Ensure timely dispatches of Monthly & Weekly inputs. Prevent Expiry of PS, regularly liquidate old BRs & ensure smooth dispatches so as to avoid over-stocking in the godown.
- Confidentiality:** Responsible and bound to maintain Confidentiality to ensure corporate growth.