

<b>Designation</b>	: Assistant Product Manager/Product Manager
<b>Location</b>	: Bangalore
<b>Role</b>	: Full time
<b>Experience</b>	: 3-5 Years of PMT experience
<b>Industry</b>	: Pharmaceutical Company
<b>Portfolio</b>	: Gynae Portfolio
<b>Education Qualification</b>	: B.Pharm + MBA
<b>Skills Required</b>	: Excel, PowerPoint

**Skills required:**

- Brand management skills throughout the life cycle of the brands
- Good communication skills (oral & written)
- Ability to analyze data and take insights.
- Scientific knowledge
- Leadership skills
- Good interpersonal skills
- Ability to unlearn & re-learn.
- Presentation skills
- New product launch experience.

**Job Responsibilities in Brief:**

- Develop and implement effective marketing strategies and brand communication plans for assigned brands
- Collaborate with the sales team to ensure the successful implementation of marketing strategies
- Plan and execute both strategic and tactical campaigns and activities
- Monitor and track promotional investments to maximize return on investment
- Coordinate with other departments to ensure seamless marketing operations and successful achievement of results-oriented tasks
- Provide field colleagues with promotional support, medical advice, and strategic ideas
- Organize and participate in various review meetings with field colleagues and head office
- Work closely with senior sales managers to monitor the progress of assigned brands
- Identify and launch new products in accordance with company strategies
- Prepare annual brand and therapy plans on time
- Conduct market research activities using both external and internal data to identify market opportunities
- Develop and manage customer relationships, including Key Opinion Leader (KOL) and Key Business Influencer (KBI) management in collaboration with the Customer Relationship Management (CRM) and Sales teams
- Support participation in national and state conferences and Continuing Medical Education (CME) programs with innovative ideas, participation, execution, and implementation
- Plan and actively participate in sales review meetings and strategy meetings
- Ensure optimal utilization of promotional expenses within assigned budgets
- Conduct fieldwork/on-the-job training with the sales team to improve performance and achieve business goals.