# Market Manager

## Job Family description

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| Develops, executes, and communicates the marketing plan for the specific product range, consistent with global strategy. Plays a key role in the positioning of new and current products. Provide input to the Marketing Director and/or Country Manager in the setting of revenue and marketing objectives, and overcoming competitive issues. Lead the marketing efforts including pricing, market analysis, product improvements, and promotional strategies. Provides education and support of the sales force and healthcare professionals as well as end-users. |

## Job Description

| **Subsidiary size** | **Small/Medium** |  |
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| **Title** | **Continence Care Market Manager** |  |
| **Level** |  |  |
| **Job code** |  |  |
| **Essential duties, accountabilities and responsibilities (10-12 bullets)** | * Works with Marketing Manager and Global Marketing to align on the strategy of CC market development in the subsidiary.
* Local CC marketing strategy expert for the sales subsidiary and Global Marketing.
* Understands CC market dynamics, user demographics, advisory bodies and KOLs within the marketplace.
* Provides strategic input and market analysis to influence Global Marketing.
* Develops, executes and communicates marketing plans, which include promotion, pricing, product improvement, and packaging plans for Continence Care product range.
* Translates and implements global materials into local campaigns to ensure product knowledge is understood and retained by sales organisation.
* Prepares and presents materials at national and regional sales events.
* Develops and produces communication materials for HCPs and end-users.
* Works with Consumer Care Manager to develop/update call scripts to provide end-users with proper advice on product usage, analyses feedback and Consumer Care database and takes appropriate action.
* Responsible for market and competitor intelligence and takes the appropriate action.
* Works in partnership with Medical Marketing Manager to design elements of a training programme and to educate both the sales organisation, Consumer Care, healthcare professionals and end-users.
* Initiates and optimises relationships with key opinion leaders, HCP organisations and patient associations.
* Develops and supports digital communication channels, including Coloplast website, professional and patient’s forums and social media, to promote CC range of products to HCPs and end-users.
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| **Personal Characteristics** | * Personifies Coloplast Mission, Vision and Values
* Demonstrates leadership competencies
* Demonstrates proactive approach, takes responsibility, strong communicator
* Strong analytical skills
* Ability to set priorities
* Balance between “helicopter view” and digging into details
* Team player
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| **Education and Experience (Knowledge and skills)** | * BS/BA in business, marketing or health sciences; higher medical education preferred
* Extensive experience in marketing with healthcare focus
* Experience with tender market preferred
* Fluent English – written and spoken
* Previous management and sales experience preferred
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| Revision date |  |

## Individual Job Holder information

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| Job holders name and initials |  |
| Job holders Job Level (A – G) |  |
| Local Job Title and department | CC Market Manager |
| Reports to (title) | Marketing Manager |
| Dotted reporting line (title) |  |
| Number of Direct Subordinates | 0 |
| Number of Indirect Subordinates |  |
| Authorities (non-exhaustive list) |  |
| Local specifics (to be approved by local HR) |  |
| Last revision date |  |

**Validation**

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| --- | --- | --- |
|  | **Date** | **Signature** |
| **HR** |  |  |
| **People Manager** |  |  |
| **Job holder** |  |  |