# Medical Marketing Manager

## Job Family description

|  |
| --- |
| Develops, executes and communicates educational and clinical research programs in continence care, consistent with global strategy. Plays a key role in internal and external medical education in continence care. Supports the marketing efforts including market analysis, product improvements and promotional strategies from medical point of view. Provides education and support of the Medical Advisors, sales force and healthcare professionals as well as end-users. |

## Job Description

| **Subsidiary size** | **Small/Medium** |  |
| --- | --- | --- |
| **Title** | **Medical Marketing Manager** |  |
| **Level** |  |  |
| **Job code** |  |  |
| **Essential duties, accountabilities and responsibilities (10-12 bullets)** | * Works with Global Medical Marketing to develop and adapt educational and clinical toolbox for the subsidiary. * Initiates, develops/adapts and implements educational programs, including e-learning courses, for HCPs and end-users, aimed at promotion of proper methods of care as well as Continence Care products range. * Initiates, develops/adapts and implements clinical research trials, supports KOLs with proper materials and techniques, aligned with Global Medical Marketing. * Understands CC market dynamics, user demographics, advisory bodies and KOLs within the marketplace. * Identifies, adapts and translates relevant clinical evidence and educational materials, developed by Global Medical Marketing and/or other subsidiaries. * Builds strong partnership relations with KOLs to drive proper treatment methods and Continence Care range product promotion. * Supports KOLs with clinical evidence and other medical information for their publications and presentations. * Develops and produces medical communication materials for HCPs and end-users. * Prepares and runs presentations and trainings at NSMs and regional sales meetings. * Provides training to Medical Advisors. * Develops the content of educational workshops, agenda of educational trips, etc. * Supports CC Marketing Manager to design elements of a training programme and to educate the sales organisation, Consumer Care, healthcare professionals and end-users. * Provides medical and product consultations to sales and marketing teams. * Reviews and approves medical content in marketing materials. | |
| **Personal Characteristics** | * Personifies Coloplast Mission, Vision and Values * Demonstrates leadership competencies * Demonstrates proactive approach, takes responsibility * Strong communication skills * Team player | |
| **Education and Experience (Knowledge and skills)** | * Higher medical education * Experience in marketing with healthcare focus * Experience as practicing medical doctor preferred * Fluent English – written and spoken | |

|  |  |
| --- | --- |
| Revision date |  |

## Individual Job Holder information

|  |  |
| --- | --- |
| Job holders name and initials |  |
| Job holders Job Level (A – G) |  |
| Local Job Title and department | Medical Marketing 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**

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