



MEDYCELES

# PRODUCT MANAGER

Marketing strategies and brand building  
Min.3 yrs in product manager (Pharmaceutical)  
Provident fund, Bonus, Insurance, Travel allowance

## POSITION OVERVIEW

Product manager will provide input into the Strategic and Tactical plan, contribute by implementation of strategic and tactical marketing programs and material to expand brand presence and drive business objectives. The incumbent will be responsible for driving product strategy and growth, overseeing product management routines, and overseeing the development of new initiatives that result in an innovative and highly-competitive product offering.

## KEY RESPONSIBILITY

- Enhance product knowledge to sales team by educational program, training and presentation basis.
- Responsible for developing product presentation skills of sales representative.
- Working closely with the sales team to ensure the effectiveness of promotional plans and activities via product analysis and report.
- Responsible for document preparation and product presentation to hospital enlisting
- Enhance brand awareness to end user by multichannel engagement and communication.
- Enhance brand communication to KOLs by marketing engagement strategy.
- Strengthen and expand relationship with KOLs and key customers.
- Initiate marketing strategies and plans for the assigned products and ensure the implementation in line with corporate strategy and guideline.
- Responsible for brand building through a set of marketing strategies in order to ensure that customers are being communicated correctly.
- Marketing planning and executions, including marketing activities and marketing materials.
- Market survey/research to provide analysis on competitors' activities and product positioning information.
- Ensure alignment of marketing activities within each sales territory with corporate marketing plan
- Analyzing customer feedback to improve marketing activities to increase sales effectiveness.
- Evaluating the outcome of advertising campaigns to ensure the effectiveness of the implementation of marketing activities.
- Execute and monitor the effectiveness of all marketing activities
- Manage and control the allocated marketing budget ensuring that promotional expenses are within agreed limit and spent effectively

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Medyceles Co., Ltd.

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- Male/Female, Age 30-40 years old.
- Bachelor's degree in Pharmacy, MBA would be an advantage.
- At least 3 years of experience in product manager position and pharmaceutical business.
- Excellent presentation and training skill.
- Computer literate and strong command of both written and spoken English.
- Knowledge of marketing concepts, strategic thinking, strong interpersonal and communication skills.
- If have an experienced for Aesthetic, Beauty products, Cosmetic or Beauty clinic will be given special consideration.
- Ability to travel and with own transportation.

#### JOB INTERACTIONS AND INTERFACE

This role interacts with internal staff in: sales department, finance, market Access & business intelligence, medical Affairs, human Resources.  
Externally this position interacts with: health care professionals, KOLs.

#### WORKING CONDITIONS AND ENVIRONMENT

Office based but with fairly frequent travel to attend meetings, customer visits, and conferences etc. within Thailand and internationally

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