



Product & Marketing Manager

Key Responsibilities

- Manage local trades or exhibits, and EWR sponsored digital and face to face events
- Understand business analytics and respond accordingly to ensure customer engagement, delivery of pharmaceutical share growth and increase touchpoints
- Engage with Medical team to gain customer insights and respond to client's needs
- Develop a media plan in line with strategy to ensure an appropriate integration with the campaign objectives and use of the marketing mix
- Responsible to help conceptualize and execute the relevant brands' marketing strategy for EWR
- Monitor, analyze, and evaluate market trends, consumer / customer behavior, and competitor activity to identify new opportunities for the brands.
- Monitor, analyze, and evaluate brand performance and client feedback to ensure that the marketing mix is aligned to meet changing client's needs.
- Understand market research need for the brands and execute a market research road map. Ensure market research done is utilized meaningfully to achieve business objectives.
- Help develop and lead execution of the brand plans (including communication development) to deliver the business objectives.
- Work closely with the sales team to initiate, plan and oversee implementation of local initiatives to drive sales.
- Responsible to educate clients about our company's services in order to increase sales and develop strong relationships with new clients as well as maintain relationships with existing clients.
- Manage sales management process - pipeline, account planning and proposal.
- Research or market survey for new business opportunity, trend and strategy for sales growth to meet sales target
- Develop, design concepts, ideas and oversees marketing (digital & printed) activities including marketing database, web contents/online platforms, social media, communications and advertising campaigns and communication materials (printed & digital)
- Analyze market trends, business opportunities & market segments regionally for local market
- Lead & Manage data mining, Google analytics, and develop SEO/SEM strategies for maximum on-line presence, as well as develop marketing insights for product innovation, branding, and business strategies.
- Prepare & Develop reports on marketing performance dashboards & digital campaign's overall performance
- Develop and manage the budget for all marketing activities & On-Line campaigns



Qualifications

- 5+ years of sales, marketing experience, account management or advertising agency background
- Experience in e-commerce, digital marketing, business development, retail, distributor industry is beneficial
- Ability to feel comfortable in a high intensity, KPI driven, sales environment.
- Good presentation, communication, negotiation and analytical skills
- Good command of English skills, both verbally and in writing
- Strong analytical skills with an ability to use data to drive business strategy and results
- Flexibility to travel
- Very effective at building strong internal networks and able to operate with a wide range of people from different parts of the organization and with external partners
- Ability to work under pressure.