



Product Manager Psoriasis/Dermatology

Main Purpose

Reporting to the Senior Marketing Manager, the Product Manager will be responsible for the pre-launch, launch and marketing maintenance of products as well as managing the promotional and advertising budget. As a member of the Ambulatory Care management team, the Product Manager will work closely with all members of the Ambulatory Care team and other internal and external customers.

Link to Strategy

The Product Manager will contribute to the company's revenue and help maximize the profitability of the products by assisting in the development and the implementation of marketing and sales programs with internal and external customers.

Key Accountabilities

Prepare for, launch, and maintain Ambulatory Care products

- Obtain local key opinion leader support.
- Assure local consensus opinion and endorsement (guidelines etc.).
- Assure infrastructure support for product (dispensing pipeline, laboratory testing, etc.).
- Develop launch programs heavily committed to continuing medical education and direct marketing.
- Arrange, deploy and measure pilot programs.

Ambulatory Care Promotion & Advertising Budget

- Monitor and report on budget.

International Strategies

- Tailor strategies to local market conditions.
- Analyze secondary level market research.
- Ear mark tactics and tools from promotion website, i.e. ensure appropriate selection for LEO Canada.
- Customize group tactics and tools for the Canadian market.

Business Review

- Lead management team through discussion of business review (Canadian market, competition).
- Work within framework for Product Strategic Plan (PSP).
- Review and analyze Usage and Attitude (U&A) data.
- Develop customer segmentation model.

Contact Management System (CMS)

- Use CMS to track marketing programs (direct mail responses, etc.).
- Identify non-called-on physicians for marketing support.
- All other duties as assigned from time to time.

Qualifications

- B.Sc. and/or Business degree
- Primary and Secondary Research experience
- 3-5 years Marketing experience
- Sales experience
- Ability to plan and execute plans
- Experience in Canadian Dermatology an asset
- Basic to intermediate level of PC skills using Microsoft Office and Lotus Notes
- Ability to work well within teams and independently
- Willingness to learn and grow
- Valid driver's license with ability and willingness to travel locally, nationally and internationally

Key competencies required to be successful in this role:

Organizational Strategy

- Develops a network of opinion leaders / influential customers
- Develops a close working relationship with the sales team
- Understands and anticipates customer needs; gives high priority to customer satisfaction
- Develops a working relationship with all departments within LEO

Organizational Knowledge

- Has a clear understanding of the LEO business plan and strategic direction
- Has extensive knowledge of the respective product and therapeutic area
- Plans and supports innovative cost-effective programs that aid in achieving the product objectives
- Understands Canadian and LEO Group priorities and strategies for the respected product

Communication

- Communications are timely, clear, and effective
- Takes the time to actively listen; obtains understanding of communication through feedback
- Maintains logic and clarity in pressure situations

Interpersonal

- Builds effective working relationships, both internal and external
- Looks for win-win solutions
- Respected both internally and externally as a team player and product expert
- Relates to people in an open and respectful manner
- Works effectively with those outside formal line of authority
- Works to generate consensus within the Ambulatory Care Business Unit
- Fully supports the Ambulatory Care Business Unit priorities

Leadership

- Works independently with minimal supervision
- Thinks strategically/proactively
- Self-directed/managed
- Identifies market opportunities within the respected product and therapeutic area
- Identifies market threats and provides support and direction to deal with them

Change Management

- Confidently handles day-to-day work challenges
- Quickly adapts to changing market conditions
- Willing and able to adjust to multiple demands, shifting priorities, resilient in the face of constraints, frustration or adversity
- Analyzes data and makes recommendations to maintain and grow the products

Risk Taking and Innovative Thinking

- Decisions are timely and based on logical assumptions and factual information
- Understands the implications of decisions and recommends strategies and tactics to deal with negative outcomes

Performance Management

- Develops a business plan that is comprehensive, realistic and effective to achieve the product goals
- Effectively allocates resources to achieve the product goals
- Establishes efficient work procedures to meet objectives
- Learns from experiences; actively pursues learning and self development
- Seeks feedback and welcomes unsolicited feedback
- Able to modify behaviour in light of feedback