



# Job Description

<b>Position Title</b>	<b>Junior Product Manager</b>
<b>Reports to</b>	Business Unit Manager

<b>Core Job Responsibilities</b>	<ul style="list-style-type: none"><li>• Deliver high quality marketing plans to achieve market share and sales goals</li><li>• Deliver various kind of marketing analysis, understand market dynamics thoroughly to identify current and future areas of opportunity; make markets, not only respond to markets</li><li>• Excellent knowledge of yours and competitive products</li><li>• Provide product training for new Sales Reps, advanced training for current Reps</li><li>• Work with other colleagues and departments to find most effective way of increasing sales through strategic cooperation and/or improving productivity</li><li>• Maintain calendar of country and regional congresses and communicate to DM's + BUM and solicit their suggestions for attendance</li><li>• Responsibility for organization of country congress , satellite symposiums e.g.</li><li>• Manage and hold promotional budget</li><li>• Participate on planning process in preparation of S&amp;OP documents (demand planning, demand review)</li><li>• Deliver accurate forecast (calculate KPI)</li><li>• Make Root cause analysis</li><li>• Cooperate with logistics in case of abnormal demand and forecast roll-over</li><li>• NPI – New products introduction – complete and update product files</li><li>• Develop contacts with VIP opinion leaders</li><li>• Responsibility for ME/Marketing Excellence/ 1, 3-5 years brand plan...</li><li>• Responsibility for categorization process /market and price monitoring/ together with Medical Manager; report to BUM&amp;GM</li><li>• Responsibility for correct and right information in DA's</li><li>• Active participation on PNL and UPD process</li></ul>
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<p>Description of Work</p>	<ul style="list-style-type: none"> <li>• Develop and implement marketing programs to grow product sales, including marketing material production for each sales cycle and marketing plans</li> <li>• Collect and deal with information from Sales Force Intelligence (market observation)</li> <li>• Forecast market and product performance, provide input for Plans/Updates and new product launches</li> <li>• Monitor monthly sales, inventories and ensure sufficient forecast to cover changing market demands (calculate KPI forecast accuracy)</li> <li>• Develop and provide training programs for sales force related to product area, including training on materials, program</li> <li>• Develop relationships with Opinion Leaders (if this is to be done as a joint call with Sales Rep, it must be agreed with the DM before it is scheduled)</li> <li>• Attend Abbott meetings, workshops, congresses</li> <li>• Administration (expense reports, approvals, budget review, highlights)</li> <li>• Participate on NPI preparation</li> <li>• Responsibility for ME/Marketing Excellence/ 1, 3-5 years brand plan...</li> <li>• At least two calls with SFs per month /schedule DM/, feedback to BUM</li> <li>• Responsibility for correct and right information in DA's</li> <li>• Collect competitive activities from DMs /compile all data/ and send feed-back to all SF of Business Unit /monthly base/</li> <li>• Consultation and presentation new marketing strategies before implementation to the field together with DMs, Trainer, MM &amp; BUM</li> </ul>
<p>Expected Performance Standards</p>	<ul style="list-style-type: none"> <li>• Deliver programs on time and within budget</li> <li>• Attain market share goals and Plan sales forecasts</li> <li>• Deliver personal IMPACT goals</li> <li>• Demonstrate thorough, in-depth understanding of market and drivers</li> <li>• Understand and adhere to Abbott standards and serve as an example for others be the Product(s) "Champion" within and outside the Organization</li> </ul>



## Success Profile

Minimum qualifications	University degree Marketing experience in the pharmaceutical industry, or 2+ Sales (Field) / Key Account Mngt. experience within Abbott with AE or EE performance assessment Good knowledge of English, PC literacy Presentation skills
Specific Personal Qualities	Service and Results oriented Excellent presentation and communication skills Ability to work under pressure, meeting deadlines Confidential and trustworthy Open minded, innovative Promotes an environment of knowledge sharing

### Contact

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