



JOB DESCRIPTION

JOB TITLE: Dermatology Business Manager

POSITION SUMMARY

To work with the Sales and Marketing Manager to develop and implement strategic and tactical marketing plans for Derma UK promoted brands in order to maximize sales growth and profitability at a territory level.

To increase the use of the Derma UK promoted product range, within a defined territory, through the development of local prescribing initiatives in conjunction with and or supported by secondary care and local medicines management departments.

To work with all other members of the Derma UK team.

MAJOR AREAS OF RESPONSIBILITY

- To be responsible for driving and increasing the sales of all promoted products and thereby achieving local territory targets.
- To engage with NHS customers at all levels within the secondary care and primary care sectors of the NHS, at territory level.
- To work with and develop a network of contacts within the Medicines Management sector of the NHS, at territory level.
- To use and maintain the Derma UK CRM system or the recording of customer interactions and data measurement.

ACCOUNTABILITY (an expansion of major areas of responsibility)

Utilise available market data and territory knowledge to prepare and deliver territory sales targets.

Manage territory expenditure budget to deliver ROI

Record all call activity and company expenditure in line with Derma UK reporting requirements

Utilise call reporting system and territory knowledge to maximise sales and develop Primary Care KOLs.

Use innovation and share best practice within Derma UK to further business development.

Project a professional image at all times in line with Derma UK vision and mission

Be aware of and comply with all company SOPs and working practices

Undergo Pharmacovigilance training.

Be aware of company responsibilities and processes for pharmacovigilance reporting. Understand and be competent with the Adverse Event Reporting Systems required for Pharmacovigilance

Operate within the spirit of the ABPI code of practice and build a professional image for Derma UK at all times

CONTACTS (INTERNAL AND EXTERNAL)

Internal: Derma UK staff - all levels.

External: Medical and ancillary personnel at all levels.

EDUCATION /SKILL /KNOWLEDGE REQUIREMENTS

- Life science degree / Nursing equivalent is desirable
- Minimum 2 years' sales experience in Pharmaceutical market, preferably in dermatology, specifically in primary.
- ABPI qualification Demonstrable history of achievement of sales targets
- Demonstrable knowledge of the NHS structure and function
- Local Territory knowledge is a definite requirement.
- Dermatology knowledge as an ideal.
- Ability to effectively identify and manage key accounts.
- Team player.

REPORTS TO:

Sales & Marketing Manager

If you would like to apply for this opportunity, please email your CV with a covering letter to: roisin.trainor@dermauk.co.uk ensuring to include your phone number.