



JOB DESCRIPTION

JOB TITLE

Marketing Assistant

LOCATION CODE

Office based

DATE

August 2017

POSITION SUMMARY

To work with the Marketing Consultant, in consultation with the Sales and Marketing Manager, to develop and implement strategic and tactical marketing plans for designated Derma UK promoted brands in order to maximise sales growth and profitability To assist and work with all other members of the Derma UK business in relation to promoted brand marketing A key element will be to assist in the effective implementation of the plan through clear communication and relationship building with the Dermatology Business Manager sales team and third party suppliers in managing the approval and delivery of materials according to deadlines.

MAJOR AREAS OF RESPONSIBILITY

- In agreement with the Sales & Marketing Manager and Marketing Consultant to develop and input into profitable strategies for all Derma UK promoted brands to achieve national sales forecasts
- To contribute, under the guidance of the Marketing Consultant, to the development of the Brand Plan.
- To provide assistance for the Marketing Consultant in the design & implementation of strategic & tactical marketing plans.
- To be a Company Ambassador for selected KOL groups. ACCOUNTABILITY (an expansion of major areas of responsibility)
- To provide assistance in the development of promoted brand strategies through contribution to continuous market analysis and opportunity identification, and continuous analysis of key sales & marketing data.

dermauk.co.uk

Derma UK Ltd
Toffee Factory • Ouseburn
Newcastle upon Tyne • NE1 2DF

T: +44 (0) 191 375 9020

F: +44 (0) 191 376 0719

E: info@dermauk.co.uk

Company Reg No. 3235514



- To assist and work with the Marketing Consultant on the preparation and delivery of annual marketing plan(s) for promoted product(s) according to Derma UK planning schedule, in order to achieve agreed product sales and profit target(s).
- To be active in the implementation of product tactical plan(s) in accordance with agreed promotional expenditure and identified areas of opportunity.
- To project a professional image at all times in line with Derma UK vision and mission.
- Under the direction of the Marketing Consultant, to contribute in the development of proactive working relationships with relevant key opinion leaders in dermatological specialties across the UK.
- To develop a network of local KOL's with the intention of involving them in market analysis activities.
- In consultation with the Marketing Consultant to be aware of and contribute to the preparation of marketing plan tracking metrics and contingency plans, if necessary, to ensure achievement of agreed product sales target(s).
- To provide assistance with office administration duties when required and previously agreed with the Sales and Marketing Manager.
- Be aware of and comply with all company SOPs and working practices
- To undergo Pharmacovigilance training biannually.
- Be aware of company responsibilities and processes for pharmacovigilance reporting.
- To understand and be competent with the Adverse Event Reporting Systems required for Pharmacovigilance
- To 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: Key opinion leaders in relevant therapy areas in all relevant markets

Advertising/market research/medical media/PR agencies

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EDUCATION /SKILL /KNOWLEDGE REQUIREMENTS

- Marketing Degree or Business Degree is desirable
- Demonstrable analytical skills
- Aware of the Regulatory aspects of the promotion of medicines in the UK Pharmaceutical Industry
- Team player
- Advanced IT skills (Microsoft Office)

REPORTS TO:

Marketing Consultant, in consultation with the Sales and Marketing Manager

DIRECT REPORTS:

Not currently applicable

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.

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