

Austell Job Profile

Job Holder	
Job Title	Marketing Manager - Generics
Business Unit	Marketing
Geographic Location	On site in Parktown, Johannesburg
Flexible/Full Time	Full Time
Name & Title of Direct Superior	Head of Marketing
Number of Immediate Subordinates/ Direct Reports	4

Main Purpose of Job

A Marketing Manager of Generics (Scheduled and OTC) at Austell Pharmaceuticals, with Brand Managers reporting to them, holds a crucial position that combines strategic planning, market analysis, brand development, and team leadership plays a crucial role in the successful introduction and management of new pharmaceutical products. This position typically involves a combination of strategic planning, market analysis, and team leadership.

Areas of responsibility may include but are not limited to

Strategic Planning and Market Analysis:

- Develop and implement comprehensive marketing strategies for scheduled and OTC generic pharmaceutical products.
- Conduct in-depth market research to identify market trends, customer needs, and competitive landscape.
- Analyse data on product performance, market dynamics, and consumer preferences to inform marketing decisions.
- Forecast market trends and develop strategies to capitalize on market opportunities.

Brand Development and Management:

- Oversee the brand strategy for a range of scheduled and OTC generic products, ensuring alignment with the overall business goals.
- Collaborate with Brand Managers to develop and implement effective branding and positioning strategies.
- Ensure consistent brand messaging across all marketing channels and materials.
- Monitor and analyse brand performance, adjusting strategies as needed.

Leadership and Team Management:

- Lead, mentor, and supervise a team of Brand Managers, providing guidance and support in their marketing initiatives.
- Set clear team goals and performance metrics; evaluate team performance and provide feedback.
- Foster a collaborative team environment that encourages innovative thinking and risk-taking.
- Develop and manage the professional growth and training of team members.

Product Marketing and Promotion:

- Develop marketing plans and campaigns for scheduled and OTC generic pharmaceutical products, to Doctors, Pharmacies and Consumers (including both digital and traditional media strategies where applicable).
- Collaborate with sales/Rx teams to align marketing strategies with sales objectives.
- Oversee the production of promotional materials and marketing collateral.
- Ensure compliance with industry regulations and standards in all marketing activities.

Stakeholder Collaboration:

- Work closely with cross-functional teams, including R&D, sales/Rx, regulatory affairs, and external partners, to ensure cohesive brand strategies.
- Liaise with key industry players, healthcare professionals, and patient groups to build brand awareness and credibility.
- Participate in industry events, conferences, and workshops to stay updated with market trends and to network with industry experts.

Budget Management:

- Develop and manage the marketing budget, ensuring effective allocation of resources for maximum impact.
- Monitor spending and adjust budgets as necessary to optimize marketing ROI.

Reporting and Analytics:

- Regularly report on marketing campaign results and market research findings to head of marketing.
- Utilize analytics tools to track campaign performance and adjust strategies accordingly.

Innovation and Continuous Improvement:

- Encourage and implement innovative marketing techniques and technologies to stay ahead in a competitive market.
- Continually assess and improve marketing processes and strategies for greater efficiency and effectiveness.

Regulatory Compliance and Ethical Marketing:

- Ensure that all marketing activities follow regulatory bodies and ethical standards.
- Stay updated with changes in regulations and guidelines affecting the marketing of pharmaceutical products.

Minimum Requirements**EDUCATION**

- A degree in Marketing, Business, or a related field; a background in life sciences or pharmacy is advantageous.

EXPERIENCE

- More than 5 years experience in marketing of scheduled and OTC generics within the pharmaceutical industry, with a focus on new product launches.

REQUIREMENTS

- Management experience is critical (managing a team of direct reports).
- Strong analytical skills and the ability to interpret complex market data.
- Excellent leadership, communication, and interpersonal skills.
- Proven ability to develop and maintain professional relationships.

BEHAVIOURAL QUALITIES

- Organised
- Ability to build and maintain relationships with external stakeholders and internal cross-functional team members
- Ability to adapt in a fast-paced, changing growth environment and to work independently.
- Support team
- Good leadership skills
- Collaboration Skills

General working conditions (e.g. shift work, drivers' license, specific tools, special clothing, environmental requirements, etc.)

- May be required to work overtime

Travel

- Regular travel required (as part of performance management of portfolio)

Austell Pharmaceuticals is excited to announce the team is growing and we are looking for a Marketing Manager of Generics (Scheduled and OTC) to join our dynamic team.

In this position, you will have Brand Managers reporting to you, and you will hold a crucial position that combines strategic planning, market analysis, brand development, and team leadership

Approval

Manager		
	Signature	Date