



## **Role – Group Brand Manager**

**Reporting to; UK&Ireland Marketing Manager**

**Location; Harefield**

**Tenure; Full-time, permanent**

### **MAIN PURPOSE:**

Leadership of the defined brand team (therapy or product based), planning and performance and growth of the UK & Ireland sales, Compliance with appropriate Codes of Practice and company policies/procedures

### **KEY RESPONSIBILITIES & ACCOUNTABILITIES:**

- To lead, with the support of the Marketing Manager, the defined brand team, in the achievement of sales targets, budgeted brand investments, market share objectives and other specified business goals for:
  - Promoted brands (within the defined brand team)
- To provide leadership, mentoring and coaching other members of the Brand Team and or Marketing Team as defined by the Marketing Manager, such as Marketing Assistant.
- Deliver accurate and timely forecasts for promoted brands.
- Contribute to the short and long-term financial planning processes (3+9, 8+4, and annual budgets).
- To ensure compliance with company policies, systems and processes to facilitate on-going sales and profit growth.
- To act as the point of contact in the absence of the Marketing Manager.
- Development of brand plans that identify and maximise product / therapy opportunities and to acknowledge and minimise any potential risks.
- Development and maintenance of strong relationships with key stakeholders, both internally (e.g. Sales force, medical, finance, legal, regulatory as well as Global Marketing, Global Demand Management, other Global support functions) and externally (e.g. clinicians, distributors and patient advisory groups where applicable).

- Driving integration within the One-Norgine spirit in terms of culture and values, policies and procedures within the defined team.

## **SKILLS & KNOWLEDGE**

- Tertiary Qualifications in Science, Pharmacy, Commerce or a related field are essential, as is the ABPI. Postgraduate qualifications in management or marketing (e.g. MBA) will be highly regarded.
- Sales and marketing experience within the UK and Ireland pharmaceutical environment, line management would also be advantageous.
- Sound knowledge of the pharmaceutical regulatory environment in the UK and Ireland.
- Ability to liaise effectively and build strong relationships with key stakeholders, both within the marketplace and with colleagues internationally and local management.
- Strong operational management ability.
- Demonstrated leadership skills.
- An entrepreneurial approach to the business.
- The ability to work autonomously and a desire for responsibility and accountability.
- Proven self-reliance and ability to work effectively in an environment with limited support and resources.

Norgine is a leading European specialist pharmaceutical company with a direct commercial presence in all major European markets. In 2016, Norgine's total revenue was EUR 368 million. Norgine employs over 1,000 people across its commercial, development and manufacturing operations and manages all aspects of product development, production, marketing, sale and supply.

Norgine specialises in gastroenterology, hepatology, cancer and supportive care.

Norgine is headquartered in the Netherlands. Norgine owns a R&D site in Hengoed, Wales and two manufacturing sites in Hengoed, Wales and Dreux, France.

For more information, please visit [www.norgine.com](http://www.norgine.com)

In 2012, Norgine established a complementary business Norgine Ventures, supporting innovative healthcare companies through the provision of debt-like financing in Europe and the US. For more information, please visit [www.norgineventures.com](http://www.norgineventures.com).

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Please note that we do try to provide specific feedback to all applications, however sometimes due to the volume of applications received we can respond only to those candidates who best match the position requirements.