**MARKETING MANAGER JOB DESCRIPTION**

**Job Summary:**Markets Pharmaceutical products by developing and implementing marketing and advertising campaigns; tracking sales data; maintaining promotional materials inventory; planning meetings and presentations; maintaining databases; preparing reports.

**Responsibilities:**

Developing the marketing strategy for the company in line with company objectives.

* Implements marketing and advertising campaigns by preparing marketing and advertising strategies, plans, and objectives; planning and organizing promotional presentations
* Prepares marketing reports by collecting, analyzing, and summarizing sales data
* Overseeing the conduction of pharmacovigilance by participating and or delegating the exercise and sharing the feedback with Management and using information gathered to determine opportunities by recommending new product developments and also market threats.
* Supports office staff by providing sales data, market trends, forecasts, account analysis, product information
* Able to benchmark and understand market best practices
* Coordinating marketing campaigns with sales activities.
* Overseeing the company’s marketing budget.
* Creation and publication of all marketing material in line with marketing plans.
* Planning and implementing promotional campaigns.
* Manage and improve lead generation campaigns, measuring results.
* Overall responsibility for brand management and corporate identity
* Preparing online and print marketing campaigns.
* Monitor and report on effectiveness of marketing communications.
* Creating a wide range of different marketing materials.
* Working closely with research and development unit and assisting with product launches.
* Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives.
* Analyzing potential strategic partner relationships for company marketing.
* Perform other work-related tasks as required.

**Qualifications:**

**A Qualified Pharmacist (B.Pharm), with a minimum of a Bachelor Degree or its equivalent in Marketing. (MBA is a Plus)**

**Good skill in developing marketing plans and campaigns.**

**Good managerial skills.**

**Excellent, written and verbal communication skills.**

**Good presentation skills.**

**Experience in product detailing of Pharmaceutical Products to Medical Practitioners, Pharmacists and Medical Personnel.**

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