

## **JOB RESPONSIBILITIES:**

**Portfolio Assigned:** Pharma Ortho. Portfolio Part - Cartigen Group, Supracal 2000, Supracal Pro+ & MGD3.

- Effective Portfolio Strategies: Responsible for formulation of SMART Brand strategies (Specific, Measurable, Achievable, Realistic and Time Bound) for assigned portfolio, implementation of the planned activities to meet portfolio objectives & orient team.
- Quality Print Inputs: Be accountable for the quality & standard of marketing collaterals for assigned portfolio.
- Market Intelligence: Make it a priority to gather market intelligence for Pharmed products and sharing with the team for strategizing.
- New Product Identification: Identification of new formulations which have a potential to become 4 Cr. minimum in 2 years.
- Conduct of Strategy Meetings: Actively participate & conduct effective Strategy meetings, Product Launch meets and ensure overall corporate objectives for the meetings.
- Regular Support to Field: Continuously & actively support field force on the activities, campaigns. Offer crisp, strategic SDM slides & detailing guidelines / tutorials for effective implementation of the strategies and do the same consistently & timely.
- Connect with Field Managers (All Levels) for Strategy Implementation: Every month engage telephonically with Field Managers for briefing, inspiring & motivating them for respective month strategy implementation.
- Joint Field Work: Plan & carry out JFW in the assigned regions at least 18 days in a quarter including field meet months. Test marketing of input communications by discussing with doctors, provide effective feedback on the inputs. Gather key market insights through Dr. as well as retail survey.
- Conference / CME Participation: Plan, strategize participation in National / Zonal / State conferences (Physical/Virtual) as well as CMEs as per corporate requirement & be accountable for respective portfolio conference & CME.
- Growth in External Secondary Sales / Prescriptions: Ensure growth in Market Share, Rx Share / Rxer Base in External Secondary Sales / Prescriptions respectively through effective portfolio strategies & implementation.
- Allied Operational Activities: Be accountable for timely dispatches of Monthly & Weekly inputs. Prevent Expiry of PS, regularly liquidate old BRs & ensure smooth dispatches to avoid over-stocking in the godown.
- Confidentiality: Responsible and bound to maintain Confidentiality to ensure corporate growth.