

PHARMED/HR/JOB RESPONSIBILITY FORM/2025-26		DATED: APRIL 1, 2025
Name	: New Joinee	HRD- USE
Designation	: Sr. Product Manager	
Date of Joining	:	
Department	: Pharmed Marketing	
<u>Job Purpose</u> : To meet and exceed objectives of portfolio assigned with well-planned promotional strategies, being a member of marketing team of Pharmed.		
<u>Job Responsibility:</u> <u>Portfolio Assigned:</u> Pharmed Brands – Supracal Group, Tendocare Group, Tolagin Group & Citravite XT.		
<ul style="list-style-type: none"> 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 days. 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. 		
<u>Please Note:</u> 1. Based on the above job description, your performance will be reviewed periodically. 2. You will also be doing other activities as instructed by your immediate superior. 3. All Standard Operations Procedures must be followed. 4. All job responsibilities are subject to modification/addition/deletion as the need may be. Each time responsibilities are modified the sheet must also be modified and signed by all.		
<u>Reporting to:</u> You will be reporting to : _____		
_____ EMPLOYEE SIGNATURE	_____ REPORTING MANAGER SIGNATURE	_____ SENIOR EXECUTIVE VP - HR SIGNATURE