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| **PHYTOPHARMA**  **MCS Job Description** | |
| **Job Title: MCS (Medical Communication Specialist)** | |
| Reports to: Area Manager | Job Creation Date: October 2018 |
| Business Level 1: Responsible for territory management & performance achievement - Pharmaceuticals | |
| Business Level 2: National | |
| Business Level 3: National | |
| **JOB FACTORS** | |
| **Job Purpose and Key Responsibilities:**  *Why job exists / what it must achieve*   * **Job Purpose**   To drive performance of your territory through face-to-face and multi-channel detailing and to establish Phytopharma (with GSK product) as the customer’s key partner and advisor by making relevant recommendations supported by scientific knowledge which are aligned to the customer’s patient types and needs.   * **Key Responsibilities**   Scientific Knowledge   * Continuously builds knowledge of Phytopharma - GSK multi-channel brand strategies and leverages that knowledge with customers in informing on prescribing behaviors * Understands Phytopharma - GSK and competitor’s brands features and benefits and applies knowledge effectively in their PFSS and multi-channel detailing approach * Builds a comprehensive disease and pathology knowledge and leverages it with customers to support decision making * Has strong understanding of treatment guidelines and patient profiles and leverages them to build credibility with customers   Business Planning   * Uses multiple data sources to analyses and review territory performance dynamics (including competitor performance) identifying territory trends and opportunities for Phytopharma (with GSK product) * Builds territory insights that capture opportunities and drive decision making, including the selection and prioritization of customer targets and the development of robust territory coverage call plans * Develop, based on customer insights, multi-channel business plans with strategically aligned ASMART objectives, strategies and tactical activities that deliver business objectives * Implements multi-channel business plans, uses KPIs to track performance and adjust plans where required   Detailing Skills   * Effectively engages with customers through a PFSS detailing approach or multi-channel detailing approach and is proficient in using appropriate multi-channel detailing platforms aligned to customer preferences * Actively prepares for, and executes the PFSS detailing approach uncovering opportunities, making recommendations aligned to patient and customer needs, addressing objections and effectively closing * Regularly measures call performance and seeks FLSL feedback to continuously improve * Builds collaborative internal and external relationships that enhance the customer journey, channels customer feedback into the wider organization and proactively delivers efficient   In all areas, demonstrate understanding of and compliance with laws, codes of conduct, policies and frameworks in which Phytopharma - GSK operates and live our vision, values and expectations | |

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| **Accountability:**  *Primary deliverables of role;*   * Achievement of local identified business objectives and measures to enhance the Territory performance, efficiency and effectiveness. (e.g. customer coverage, call rate, business planning) * Successful completion of all required Online Learning modules through GSK’s system – My Learning * Operates effectively and efficiently through the multi-channel environment, leading with science * Expense and sample budget management * Business planning and execution * Patient focused scientific detailing/GCO * Product and disease knowledge and expertise * Personal development planning in the spirit of continuous improvement * Implementation and adherence to all Phytopharma - GSK activities aligned to Phytopharma - GSK vision, expectations, values and code of conduct | |
| **Competencies: (Expertise and Execution)**  *Indicate technical and business skills, knowledge and education required to perform the role; separate by basic and preferred*  **Basic Requirements:**  *Critical/essential to accomplish the role*   * Tertiary Education preferably within life sciences * Scientific knowledge * Patient focused * Business planning & execution * Influence, impact and convince others * Personal resilience * Results focused * Adaptability to change * Team player/worker * Analytical thinker * Initiative * Financial awareness | |
| **Phytopharma - GSK Expectations**    ***Courage***   |  | | --- | | Decisive, Ambition, Speaking up, Pace |   ***Accountability***   |  | | --- | | Results, Clarity, Prioritisation, Ownership |   ***Development***   |  | | --- | | Skills, Learning, Adaptable, Curiosity |   ***Team work***   |  | | --- | | Aligned, Connected, Inspiring, Inclusive | | |
| **APPROVAL**  **(***To be completed by Manager***)** | |
| **Approved by:** | **Date:** |

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| **JOB GRADE APPROVAL**  *(To be completed by Compensation)* | |
| Approved Job Grade: | Phytopharma Job Code: |
| Grade Approved by: | Date Grade Approved: |
| Is this a Benchmark Job? Yes  or, No | |