******

***JOB DESCRIPTION***

**BẢN MÔ TẢ CÔNG VIỆC**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **A. JOB DESCRIPTION / MÔ TẢ CÔNG VIỆC** | | | | | | | | |
| *Title* ***/*** Chức vụ: | | Product Manager | | | *Working location*/ Địa điểm làm việc: | | | HCMC |
| *Full name*/ Họ tên nhân viên: | |  | | | *Report to*/ Báo cáo đến: | | | Marketing Manager |
| *E-Code*/ Mã số nhân viên: | |  | | | *Department*/Phòng ban: | | | Sales |
| *Updated date*/ Ngày cập nhật: | |  | | | *Division*/ Bộ phận: | | | Commercialization |
| *Revision.No/* Số soát xét*:* | | 00 | | |  | | |  |
|  | |  | | |  | | |  |
| ***Purpose of Position***/ **Mục đích của công việc** | | | | | | | | |
|  | | | | | | | | |
| ***Responsibilities*** |  | | |  | | ***Key Performance Indicator*** | | |
| **Trách nhiệm** |  | | |  | | **Tiêu chí đánh giá kết quả** | | |
| 1. Annual Marketing Plan:  **Strategic Planning:**  - Understanding Customers: understand customer segmentation, non-prescribing customers and customer environment by using results of research from research agencies.  - Understanding Competitors: understand competitors weaknesses and strengths via competitors intelligent, IMS analysis, MDI…  - Analysis consolidation: SWOT analysis  - Developing Brand Strategy: Defining strategies and identify critical success factors.  - Ensuring the brand objectives are achieved within the approved A&P resources by monitoring and analyzing it on monthly basis in coordination with finance and controlling.  - KOL development and build professional relationship with key stakeholers (internal and external)  **Operational Planning:**  - Managing the brand: propose and develop Unique Selling Point and Brand Positioning  - Implementation & Tactics: Prepare marketing Mix and Implementation Plan  - Forecasting: market base forecasting, manage stock issues.  - Prepare and allocate target, incentive scheme …for both exclusive and multiline team aligned with brand objective and manage payment on time  - Managing Information gaps: Market research, assessing competitive activity  - Update Eporte and lead team to execute Eporte for call plan, call report, market updates.  **Ensure Marketing Planning Cycle:**  - Research & Analysis: Examine markets, customers and competitors  - Plan: Define assumptions (key issues), Establish Objectives, Determine strategies, Set sales goals, Set budget  - Implement: Assign tasks, Carry out the plan  - Control: Measure results, Evaluate, Propose & carry out corrective action.  - Attend Regional training and events based on approved plan to make sure brand strategy and objectives aligned with Regional Team.  2. Long Range Plan:  Prepare sales, market share, patient, promotional budget and objectives  3. Communication:  - Define key issues and proposal solutions to Business Unit / Sales Manager  - Well-prepared marketing plans for brand meetings and Business Review to discuss and receive feedback  - Preparing and presenting on monthly basis to the cross-functional business partners in addition to the GM market, product, competition, programs implementation overview in BRMs (brand review meetings)  - Insure that field force understand the communication strategy and the action plan by providing them regular POA (Plan of Action) in a simplified / easy to understand version  - Field works and field visit: ensure field work KPIs  - Dual Visits: Ensuring twice a month field visits with the reps: one day with hospital rep and one day PC visits/ pharmacy rep.  - Team management: recruitment, retention, motivation team and make sure staffs understand and execution daily activities with company policy, compliance, code of conduct.  - Conduct Team meeting weekly, monthly, quarterly and submit reports on time with high quality.  - Manage PMs and staffs’ payment on time and effectively based on market needs and brand objectives.  - Promomats: define how many promomats (brochures, gimmicks, documents…) will be used in the year, prepare and allocate it align with approved budget  - Close relationship with key contacts in principals to make sure both sides keep updating the expectation and alignment.  4. Training:  - With Trainer: ensure FF understand key messages of the brands  - Promomats: Timely preparation and provision of promomat to the FF and to ensure FF understand contents of promomats and be able to deliver key messages to customers  5.New Product Development:  - Proposal.  - Development.  - Launch.  6. Working Attitude: Willing to accept work load and organization changes (new brands, tasks, responsibilities…)  - Closely cooperate with cross-functional (hospital team, business support, IC, HR, BD,…to handle the business matter and explore business opportunities  - Ready to supports Managers on ad-hoc requirements (if any) | | | | | |  | | |
| **B. *QUALIFICATION REQUIREMENTS*/ NHỮNG YÊU CẦU VỀ CHUYÊN MÔN** | | | | | | | | |
| ***Description***  **Nội dung** | | | ***Essential Requirement***  **Yêu cầu cần thiết** | | | | ***Optional Requirement***  **Yêu cầu bổ sung** | |
| ***Education & Qualification***  **Trình độ học vấn & Bằng cấp** | | | *• Bachelor’s degree in Medicine / Pharmacy or equivalent degree Pharmaceutical market* | | | |  | |
| ***Working Experience***  **Kinh nghiệm làm việc** | | | At least 2-3 year experience in Product Management, especially for Pharmaceutical MNC company | | | |  | |
| ***Skill***  **Kỹ năng** | | | • English  • Presentation and communication skills | | | |  | |
| ***Other Specific Requirements***  **Những yêu cầu đặc biệt khác** | | |  | | | |  | |
| ***C. ACKNOWLEDGEMENT*/PHẦN XÁC NHẬN** | | | | | | | | |
| ***AGREED BY/* CHẤP THUẬN** | | | | | | | | |
| *Signature* / Ký tên: | | | | | | | | |
| *Full name*/ Họ tên: | | | | | | | | |
| *Title*/ Chức vụ: | | | | | | | | |
| *Date*/Ngày: | | | | | | | | |
| ***APPROVED BY*/PHÊ DUYỆT** | | | | | | | | |
| *Signature*/ Ký tên: | | | | | | | | |
| *Full name*/ Họ tên: | | | | | | | | |
| *Title*/ Chức vụ: | | | | | | | | |
| *Date*/Ngày: | | | | | | | | |

***Note****:This Job Description is considered as an Annex of the Labor Contract.*

**Ghi chú**: Bản mô tả công việc này được xem là Phụ lục của Hợp Đồng Lao Động.