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Job Description

Promotion Optimization Specialist-QUA006258

Description

The position of Promotion Optimization Specialist requires the development of data-driven, profit-maximizing recommendations concerning the allocation and targeting of promotional resources through the application of quantitative methods to secondary data sources.

Primary activities and responsibilities include, but are not limited to:

- Promotion response modeling and Promotional resource allocation assessments
- Impact assessment for physician- and patient-directed promotional programs
- Market Mix analysis
- Return-on-investment analysis
- Behavioral segmentation
- Responsible for all phases of planning & executing projects assigned by manager.
- Ability to work autonomously on a project

The Primary Activities include:

- Directly influence decisions concerning the amount, allocation and targeting of promotional resources
- Projects are product-specific, including new and in-line products, and/or focused on issues spanning multiple products
- Challenged to synthesize information about therapeutic markets and their products, current marketing and sales practices, best practice marketing concepts, and pertinent market data to develop actionable promotion resource allocation recommendations

This position resides within the Promotion Optimization team within the Investment Analytics & Decision Sciences organization of US Market Operations and Strategy Realization.

Qualifications

Education:

- Quantative Science Degree (BA / BS)

Required:

- As a fair portion of the role will also require the development of hands on analytics and predictive solutions, the candidate must have a degree in Statistics, Engineering, Mathematics, Operation Research, or any Quantitative Decision field.
- Working knowledge of SAS, R and Excel are required.
- The candidate must have a minimum of three years of experience in developing and applying analytics solutions along with managing the projects and client communications to solve business challenges related to Marketing and/or Sales in the pharmaceutical industry
- Understanding of the Health Care or Pharmaceutical industry and experience in using various 3rd party data sources, such as IMS Exponent and/or Longitudinal Patient Level Data are necessary.
- Good communication and leadership skills are critical in order to develop, propose and convey technical concepts to business customers and executives for improved promotion allocation.
- Ability to develop concise presentations with clear recommendations to inform decisions made by Senior Leaders.
- The candidate must also have demonstrated good client and project management experience, having to manage multiple analytical projects simultaneously and foster collaboration with colleagues.

Preferred :

- Advanced degree (MS or above) in Statistics or Engineering or Operation Research
- Experience with Python, SQL and various analytical and data mining tools
- Experience in applying linear and non-linear optimization techniques to address business questions.
- Experience in developing and applying metrics related to health care consumer's medication affordability, adherence and abandonment using longitudinal patient level data.
- Experience with one or more of the following advanced techniques is also desirable: Bayesian data analysis, longitudinal analysis of time series cross sectional data, repeated measures modeling, Hierarchical Linear Modeling, data mining techniques, Classification and Regression Trees (CART)/ Chi-squared Automatic Interaction Detector (CHAID), and/or Discrete Choice Models.

(US/Puerto Rico Only) In accordance with **Managers' Policy - Job Posting and Employee Placement,** (http://webview.merck.com/webview/getContentById/Policy+(US+&+PR)+Job+Posting+and+Employee+Placement.docx?version=Current&format=pdf&DocbaseName=mcdsprd&ObjectId=090157b481ba23f3&cid=090157b481ba23f3) all employees subject to this policy are required to have a minimum of twelve (12) months of service in current position prior to applying for open positions.

If you have been offered a separation benefits package, but have not yet reached your separation date and are offered a position within the salary and geographical parameters as set forth in the Summary Plan Description (SPD) of your separation package, then you are no longer eligible for your separation benefits package. If you have any questions, please contact your HRBP or Staffing Consultant.

Job Quantitative Sciences Generic

Primary Location NA-US-PA-Upper Gwynedd

Employee Status Regular

Travel Yes, 5 % of the Time

Number of Openings 1

Shift (if applicable): 1st
Company Trade Name: Merck