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| **Merck Requisition Information Form**  **Where applicable, all fields on this form must be answered prior to submission.** | | |
| **Type of Posting: Internal Only, Internal and External, External Only Internal and External** | | **Hiring Manager Name:**  **Senthil Murugan** |
| **New Position or Replacement: Replacement Position**  **If replacement, name of employee being replaced: Sudharsan Ravi (job level and descriptions are different now)**  **Collaborator(s)who should have Taleo access to requisition to review and print resumes: Senthil Murugan; Jane Folske; Ericka Nicole Johnson (our admin);** | | |
| **Requisition Title** (*title viewable by public/applicants in Taleo*): Promotion Optimization Analyst  **Job Title** (*title that flows from HtR cannot be modified*): Specialist  **Is the position an AIP (Annual Incentive Plan) or SIP (Sales Incentive Plan) Role?** AIP  **Band/Pathway/Level OR Union Grade: P2**  **Number of identical position openings: 1**  **Please Note – if you have more than 1 *identical* position – your recruiting contact will discuss with you how the posting will work for these based on your situation. *Identical* means the Position Title; Band/Pathway/Level OR Union Grade, Primary Location, and Organization Unit are the same for all positions.** | | |
| **Primary Worksite Location: Upper Gwynedd, USA**  **Secondary Worksite Location(s):**  **(For non-Field Sales/Remote based positions, location must match what is found in HtR)** | | |
| **Job Type: Standard**  **Shift: 1st**  **Days of Work (if other than M-F):**  MTWThFSaSu | **Amount of Travel Required: 5%**  **Amount of Overnight Travel Required: 5%**  **Relocation Provided:**  NoneDomestic OnlyInternational Only  Domestic &International | |
| **Does this position require driving a company leased or owned vehicle on, across or outside of Merck sites?** | **No** | |
| **Hazardous Materials: Will the person in this postion work directly with, or have access to hazardous materials?: No *If yes, please specify:***  **Animal Work: Will the person in this postion work directly with, or have access to animals?**  **No** | **Will the responsibilities of this position require the employee to enter core sterile manufacturing areas? No**  ***(These include WP: Bldg 12/62 Varicella Bulk, Bldg 28 Vaqta Bulk & Bldg 28 MMR Bulk. Durham: Bulk Viral & Cell Manufacturing)***  **Please indicate if titer testing or medical clearance is required for this position:**  NoneMMR VaricellaHepatitisHerpes Zoster  TB Blood TestChest X-Ray | |
| **Alternative Work Arrangements:**  **Is this position eligible for any of the following? Please check all that apply: (job is mainly at the work location)**  Compressed Work Week Flex Time Job Sharing Remote Work Telecommuting None | | |
| **Position Description *(Please refrain from using any Merck specific acronyms – all should be defined at least once)***  The position of Promotion Optimization Analyst 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 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   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. | | |
| **Position Qualifications: *(please provide below)***  **Education Minimum Requirement:**   * Bachelors Degree (BA / BS)   **Required Experience and Skills\*\*:**   |  | | --- | | * 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 or R and Excel are required. * The candidate must have a minimum of 2 years of experience in developing and applying predictive analytics solutions to solve similar business challenges in the Health Care, Pharmaceutical, CPG or Banking 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 Experience and Skills:**   |  | | --- | | * Advanced degree (MS or above) in Statistics or Engineering or Operation Research * Three or more years of experience in performing statistical analyses supporting Marketing and/or Sales in the pharmaceutical industry * Experience with SAS and various analytical and data mining tools * 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 |   **\*\*Please Note – The information provided in the “Required” section above will be used to create Pre-screening Questions in Taleo. Answers to these questions will determine whether a candidate meets the minimum qualifications to be considered for the position. Please ensure accuracy, as questions may not be changed once posted.** | | |
| ***Disclaimer:*** If the Administrative Associate for this area completed this form, it should be forwarded to the Hiring Manager to certify the information before submission.  **Certification:** As the Hiring Manger for this position, I understand that I should not change anything in Hire to Retire (HtR) or it may result in the cancellation of the requisition in Taleo and the need to maintain the position in HtR via the Create/Maintain Position transaction. All changes in HtR will trigger a re-approval (Manager and Manger +1) in HtR. If a change needs to be made, I will consult with my Recruiting Contact ***PRIOR*** to making any changes in HtR.  By typing in your name below, you certify that the information provided on this form is correct, that you understand the implications of making changes in HtR, and that you will reach out to your Recruiting Contact if you need to make a change.  ***The information on this form is correct and I understand the implications of making changes to the position within HtR (type name to the right):*** | | |