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| **Merck Talent Acquisition 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  **HRBP Name:** Demetrius, Nancy |
| **New Position or Replacement: Replacement Position**  **If replacement, name of employee being replaced: Ambika Rana**  **Collaborator(s)who should have Taleo access to requisition to review and print resumes:**  Murugan, Senthil; Stratten, Deborah M | | |
| **Requisition Title** (*title viewable by public/applicants in Taleo:*  QUA009107-Senior Specialist - Promo. Optimization  **Job Title** (*title that flows from HtR cannot be modified*): Senior Specialist  **Is the position an AIP (Annual Incentive Plan) or SIP (Sales Incentive Plan) Role?** AIP  **Band/Pathway/Level OR Union Grade: P3**  **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: Not Applicable**  **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 | |
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| **For US & PR Positions Only:**  **Will this position provide Visa sponsorship? Yes**  **Export Control License**  If the job functions of this position include access to technology that is controlled for export under U.S. export control regulations, an export license from the U.S. Commerce Department may be required for a foreign national person to access such technology.  If the final candidate is a foreign national, Global Trade Compliance (GTC) will conduct a review to determine any applicable licensing requirements. If a license is required for the final candidate to perform his/her job duties and a decision is made for Merck to apply for such license, GTC will prepare a license application for submission to the Commerce Department based on information about the job position and the foreign national candidate to be collected and provided by the Hiring Manager. The licensing process typically takes about 3-4 months and involve legal fees that are charged to the Hiring Department. Licenses are typically issued for a 4-year period but can be renewed as necessary. If you have any questions please contact GTC: [1gltraex@merck.com](mailto:1gltraex@merck.com).”  **Will this position sponsor an Export Control License?** **No** | | |
| **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 position be directly associated with research or testing that involves animals and/or animal care?**  **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 Beta Lactam | |
| **Alternative Work Arrangements:**  **Is this position eligible for any of the following? Please check all that apply:**  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 Senior Specialist – Promotion Optimization functions as a project leader. This position is responsible for all phases of planning and executing data science related analytical projects and communicating the analytical outcomes and budget allocation strategies to internal Sales and Marketing teams. It 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. Areas of focus include Primary Care, Specialty, Vaccines and Oncology markets.  Primary activities and responsibilities include, but are not limited to:   * Responsible for autonomously developing all phases of project planning and execution of those projects. * Communicate effectively with cross-functional teams and internal clients such as marketing brand leaders, center of excellence teams, senior management etc., to stay abreast of business trends, understand the business issues and develop relevant business intelligence and analytical solutions. * Analyze various patient claims and EMR data sources to understand abandonment and adherence rates and help design patient support programs such as coupons and vouchers. * Build and analyze behavioral segments, Promotional Response models, Return on Investments, impact assessment for physician- and patient-directed promotional programs and Marketing Mix models, Optimal promotional sequences to determine business impacts of various Health Care Provider (HCP) and Health Care Consumer (HCC) promotions. * Analyze competitive market strategies through evaluation of relevant pharmaceutical markets, products and market shares. * Collect, synthesize and analyze various pharmaceutical and business intelligence data sources and recommend analytically driven optimal HCP and HCC channel budgets. * Generate standard or custom reports and presentations summarizing business and financial data for review by executives, managers, clients, and other stakeholders. * Design and build software tools to streamline statistical and operations research based advanced analytical methods. * Analyze industry and technology trends to identify target markets for launch products or to improve sales of existing products. Research and apply emerging analytical methods and tools such as Machine Learning, Deep Learning, Advanced Statistical methods, Cloud Computing in Amazon Web Server (AWS), Python, R etc., to measure promotional impacts and optimal budget allocations.   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 Marketing Analytics & Investment Optimization organization of US Market Operations. | | |
| **Position Qualifications: *(please provide below)***  **Education Minimum Requirement:**   * Master of Science (MS) in Management Science, Business Analytics, Statistics or closely related field with Three years of experience.   ***OR***  *Bachelor of Science (BS) in Management Science, Business Analytics, Statistics or closely related field with FIVE years of experience.*  **Required Experience and Skills\*\*:**   * The candidate must have a minimum of ***MS with three years OR BS with five years of experie*nce** in developing and applying analytics solutions along with managing the projects and client communications to solve business challenges related to health cate industry * Working knowledge of SAS, R and Excel are required. * 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. * The candidate must also have demonstrated strong client and project management experience, having to manage multiple analytical projects simultaneously and foster collaboration with colleagues. * The candidate must have experience managing cross-functional teams and/or outside service providers to successfully deliver on analyses with multiple contributors and stakeholders. * Superior communication and leadership skills are critical in order to develop, propose and convey technical concepts to business customers and USHH executives. Candidate must have demonstrated skills in developing concise and decision driven presentations that will inform decisions made by Senior Leaders.   **Preferred Experience and Skills:**   * **Five years** of relevant work experience in commercial analytics within pharmaceutical industry. * 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 are 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):*** | | |