

Job Description:

He/she will be part for launching new products & strengthening the existing brands.

He/she will prepare & implement promotional strategies & should be Creative.

He/ She will focus on concept marketing, customer development.

Design Promotional / communication strategies for the various brands of the organization.

Customers oriented campaign & special activities for priority products.

Campaign & special activities planning for Key Opinion Leaders.

Monthly / Quarterly brand review & monitoring.

Field Work To review & evaluate strategy implementation.

Co-ordination with all support function for effective implementation of marketing strategy.

Desired Candidate specifications:

B. Pharma or B.Sc, MBA in marketing for 2-3 Years experience in Pharma Sales & Marketing

Compensation:

Experienced - Based on the current CTC and as per market standards

Therapy exposure:

Candidates with Gastro knowledge are preferred