

Clinical Value Marketing Specialist

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Company: Roche

Location: Hanoi

Category: business-and-financial-operations

The Position

Essential Duties and Responsibilities include the following (other duties may be assigned)

Regularly monitor sales performance and follow up with sales team for the leads and demands that generate from clinical departments

Develop and implement marketing plans for the responsible product group. Planning and execute all activities related to the Disease Area in charge

Drive Roche's products through their lifecycle and supports their appropriate use, which includes but not limited to non-promotional and promotional activities and interactions in order to convey key clinical data and product information to HCPs such as face to face discussion with individual/group of HCPs, educational events, and advisory boards, sharing products' merits with HCPs in a truthful, factual, up-to-date, fair and balanced manner by relevant evidence and data.

Build a plan to develop and increase the level of understanding and awareness among HCPs for targeted product group

Build and develop KOLs to engage and deliver the key messages.

Detailing product group in charge actively to ensure HCPs understand the role of Diagnostics and the intended uses of assays.

Planning and implementing the Group presentation to targeted clinicians

Conducting the Hospital seminar for the assigned panels.

Develops and maintains good KOLs, KDMs and Clinician relationships with important and relevant personnel

Pro-active and creative problem solving and handling objections or interpret results for the difficult cases related to Roche's product within the assigned Disease Area.

Coordinate with PMs to roll-out the MKT plan including organizing Regional/ National congresses.

Support sales in the territory for MKT activities in the account based if needed.

Coordinate to roll-out marketing campaign

Ensuring great experiences whenever stakeholders in the ecosystem engage with Roche employees, products and services

Compiles customer database/information/market surveys for use as sales leads

Source and collects competitive intelligence and competitor information and reports to management

Other duties

Other duties may be assigned by the management

Career development for this position :

This position will give you the opportunities to learn the business and the cutting edge practices of leading MNC companies with experiences to apply them for local business development.

Roche can provide a wide variety of career development opportunities both domestically and internationally.

Education and Qualification :

Bachelor in Medical, Pharmacy, Biotech, Life Science or relevant industry.

Multi-national companies in a similar industry with sales experience at least 3 years is

preferred

Other skills & abilities

Effective Communication Skill

Good interpersonal Skill

Creative Problem Solving and Negotiation Skill

Customer Complaint Handling Skill

Time Management Skill

Leadership Skill

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