

Senior Product Manager, Oncology

Astellas Pharma Canada is currently searching for Senior Product Manager, Oncology.

Description

Responsible for the creation, preparation, coordination and monitoring of comprehensive marketing plans for assigned products. Primarily entrusted with improving the competitive position of the assigned products in the market and observes closely the competitive situation, measuring the effectiveness of the planned strategies to assure that objectives of the assigned products are attained.

Essential Job Duties

1. Ensures development of long-term lifecycle management plan for brand/franchise assets including launch, growth and LOE strategies (where relevant) to maximize contribution.
2. Develops Customer Value and market leadership strategy for the Business Unit
3. Provides guidance, support and leadership to marketing personnel within the Business Unit, which may or may not include direct reports.
4. Leads cross functional team in the development of annual brand plan. Utilizes Marketing and Sales Research, prepares annual marketing programs for assigned products, which include analyses of market situations, problems and opportunities, the preparation of promotional strategies, sales forecasts and market share objectives. Establishes sales and market share objectives for assigned products; develops programs to achieve these objectives, and monitors their execution. Employs all elements of the tactical plans as specified in the brands' marketing plans.
5. Submits budget recommendations for assigned products and/or franchise and manages these budgets to forecast each year.
6. Targets 10 to 15% of time in the field to obtain first hand evaluation of strategies and to keep abreast of changes in the marketplace.
7. Supplies the representatives with promotional materials consistent with the Marketing Plan's strategies and tactics to be used for the sole purpose of communicating to health care professionals the benefits and advantages of assigned products. Controls and reviews the effectiveness of the promotional plans on an ongoing basis and recommends changes as necessary to reach or improve upon the objectives. When possible the return on investment for various marketing projects is calculated.
8. Verifies the text accuracy of promotional literature and materials and other elements associated with assigned products to assure conformance with the requirements of the Therapeutic Products Directorate of the Department of Health and Welfare, PAAB, Rx&D Code of Ethical Practices and Company policy.

9. Collaborates with Medical Affairs to identify, design and deliver medical communications, Advisory Boards, Medical Education Programs in order to deliver value to customer and support brand growth objectives.
10. Delivers product / brand training to field force. Co-ordinates with Business Unit Director in the preparation of comprehensive training manuals and programs.
11. Collaborates with Director, Patient Access and Government Affairs on development of pharmacoeconomic justifications and or analyses for federal/provincial and, if applicable, hospital jurisdictions.
12. Attends all relevant medical conferences. Attends all sales and marketing meetings during the course of each year, presenting promotional strategies and marketing updates for assigned products when and where applicable.
13. Interacts with Product Specialists, Finance, Regulatory, Customer Service Operations and Medical areas of Astellas.
14. Analyses new market opportunities and presents recommendations to senior management.
15. Collaborates with Business Unit Director on the planning, coordination and execution of other assigned special projects and all franchise strategic planning.

Required Qualifications

- University degree.
- Minimum five years commercial head office experience or equivalent with minimum of three years as Product Manager.
- Show creative ability to provide inspiration and motivation to the sales representatives in executing promotional strategies. The successful fulfillment of the job requires strong knowledge of field activities, disciplined judgment, technical background and the ability to effectively work with people.
- Proficient in Microsoft Office.

Preferred Qualifications

- Bachelor of Science
- Hospital sales experience
- Fluent in French

If your skills and experience match our needs, please email your resume to:
employment@astellas.com.

Astellas Pharma Canada welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the hiring process.

No telephone inquiries, in-person applications, or agencies please. While we appreciate all applications, only candidates under consideration will be contacted.