

# NORDIC MARKETING MANAGER ENDOSCOPY

*Posted on 28 februari, 2022*

**Company Name** Boston Scientific

**Location** Sverige

**Job Description**

## About the Role

The Nordic Marketing Manager is to support the relevant product franchises in achieving the goals and objectives of their division. This person should drive the achievement of business growth through market intelligence, focused market/competitive analysis, product positioning, development of marketing plans, product launches and training in coordination with the Sales organization.

## Key Responsibilities

### Market Development

Assist in the development and responsible for the execution of local market strategies; Identify clinical/market trends and suggest new product/marketing opportunities; Create and manage Physician training programs; Responsible for the implementation of strategic marketing plans for product areas consistent with the overall franchise goals and Strategic Plan; Develop creative approaches to market existing/new products; Assist in creating reimbursement strategies.

### Product / Market Management

Responsible for developing, coordinating, and executing training for local sales force; Facilitate Physician to Physician training and selling; Development of downstream sales tools to support sales execution; Help the local franchises sales force with active field support; Actively participate in local sales meetings; Participate in main customer events; Develop and implement launch strategies, including launch package.

### Product Development

Communication of market needs to International Marketing; Conduct continuous product evaluations and providing feedback to the International Marketing team; Contribute to prioritization input for new product development.

### Building and Maintaining Relationships

Establish relationships with key thought leaders in the field; Identify key Physician champions for franchise; Develop support structure and relationship with sales representatives and sales management through responsiveness to their questions, needs and issues; Responsible for developing and maintaining regional key opinion registers; Assist in coordinating Physician symposiums.

### **Planning and Analysis**

Maintain product forecast, including inventory analysis; Develop operational product launch strategies – identify product roll-out strategy; Franchise/product responsibility for developing competitive strategy and product analysis; Assist in providing market potential/analysis in developing market planning documents that encompass strategic planning, marketing plans, etc.; Understand how product profit/loss is impacted by consignment plans, national contracts, etc.; Responsible for tracking financial performance of product, analysis of issues and action plan development to achieve revenue objectives; Operate within and assist in the development of the franchise budget (including travel, promotion, advertising, etc.).

### **What are we looking for in you?**

- You have experience as a Sales Manager, Commercial Manager, Product Manager or Marketing Manager within the Medical Devices industry.
- A want to learn, develop and grow within an organization.
- A Team Player, that collaborates well in the team and communicates effectively.
- A candidate that can travel on a regular basis during the week, able to cover the Nordic region and ideally lives in Sweden or Denmark.

You will report to the Northern Cluster Marketing Manager

### **How to apply!**

This recruitment is handled by our recruitment partner, Moveup Consulting AB.

To apply, please send your CV and a cover letter to Richard Etz, [Richard.etz@moveup.se](mailto:Richard.etz@moveup.se)

If you have questions regarding Boston Scientific or this open position, please contact

Richard Etz at +46 733 872721

By submitting your application, you also consent to us storing your personal data, including CV & cover letter and that we have the right to share this information with third parties (our client). You can revoke the consent whenever you want.

## Om företag

***Boston Scientific** transforms lives through innovative medical solutions that improve the health of more than 30 million patients around the world each year. We're at the forefront of the medical device industry – leading, evolving it to address unmet and emerging needs in healthcare. Our culture powers our performance and we turn our shared vision into value with the contribution of our 36.000 colleagues around the world.*

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