NORDIC BRAND MANAGER – HEALTH CARE PROFESSIONALS (HCP)

Posted on 23 september, 2021

Company Name Abbott

Location Norden

Job Description

Abbott *is a global health care company devoted to improving life through the development of products and technologies that span the breadth of health care. With a portfolio of leading, science-based offerings in diagnostics, medical devices, nutritionals and branded generic pharmaceuticals, Abbott serves people in more than 160 countries and employs approximately 107,000 people.*

At Abbott Diabetes Care (ADC), we believe people with Diabetes should have the freedom to enjoy active lives. That's why we're focused on helping people with diabetes manage their health more effectively and comfortably, with life-changing products that provide accurate data to drive better-informed decisions. We're revolutionizing the way people monitor their glucose levels with our new sensing technology.

Nordic Brand Manager – Health Care Professionals (HCP)

Reporting to the Nordic Marketing Manager, the Nordic HCP Brand Manager is responsible for delivering marketing strategies and projects including marketing models and ROI profiles, targeted at HCPs across the Nordic countries with high level of quality, time, cost and accuracy.

This involves:

- Project management of new initiatives aimed at all types of diabetes, and beyond, Standard of Care and launch of new products/services
- Value proposition creation do drive acquisitions and/or retention development programs, in alignment with Sales, Customer Experience and Market Access and other cross functional departments
- Monitor and react to customer needs; developing content / material and programs to enforce our existing and future customer base
- Develop strong relationships with both KOLs/HCPs and internal and external stake holders and partners

Key Accountabilities

- MARKETING PROGRAM DEVELOPMENT **–** responsible for HCP Marketing: develop programs, strategy, content, and marketing plans; ensure buy-in from sales organizations across the region prior to roll-out. Promotion and understanding the need of development of all relevant digital platforms.
- DIGITAL DEVELOPMENT – Outline the strategic pathway for building and retaining our HCP communication on digital platforms and develop our digital framework for HCP,s be a part of ADC digital ecosystem to benefit learnings and experience.
- STRATEGIC PLANNING – Contribute in the development of the Nordic Marketing Plan and Commercial process, in cooperation with Nordic Marketing Manager
- UNDERSTANDING THE CUSTOMER – be familiar with the key customer needs in the diabetes management space.
- BUILDING UP A CLOSE COLLABORATION WITH KOLS ACROSS NORDIC COUNTRIES – support the development of a network of KOLs in all four countries.
- CAMPAIGN DEVELOPMENT: manage the development of appropriate HCP marketing campaigns through relevant media (online, social, tv or print).
- BUDGET – have budget responsibility for designated projects

Your background

- +5 years' experience working in Marketing (preferably in several positions).
- Proven track record of successfully building and executing marketing plans
- Knowledge of the diabetes market and previous experience in pharmaceutical and/or devices products is an advantage
- Understanding processes related to national reimbursement is an advantage
- At least Bachelor's degree in Marketing/Management or similar field

Your skills

- Effectively plan and execute with a clear direction and pace
- Strong executional drive, project management skills and stakeholder management
- Good communication, administrative and organizational skills
- High level of self-awareness and ability to work cross culturally
- Ability to collaborate cross-functionally with partners inside and outside Abbott Diabetes Care
- Fluent English, oral and written + fluent in either Danish, Finnish, Norwegian or Swedish.

Impact of position

The HCP Brand Manager position is critical to ensure success of all implementations and outcomes based on chosen marketing strategy. The role is of a strategic, tactical and operational nature, includes 1-3 direct reports and effects the Abbott Diabetes Care in Nordic's ability in expand.

The HCP Brand Manager position can be based in any of the 4 Nordic countries with approximately 10-20% travel involved.

What we offer

- A dynamic team who is always there to support you
- A competitive compensation package for the right candidate and very interesting secondary benefits
- A role with a lot of growth and development possibilities
- a position which can be based out of any Nordic country

To apply

This recruitment is managed by our recruitment partner, Moveup Consulting AB. To apply, please send your CV and a cover letter to richard.etz@moveup.se

If you have questions regarding Abbott or this open position, please contact Richard Etz at +46 (0)733 – 87 27 21.

By submitting your application you also give your consent to storing your personal information, including CV & Cover letter, and that we own the right to share this information with third parties (our client). You can withdraw the consent at any time.

Om företag

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