

# NORDIC PRODUCT MANAGER

*Posted on 16 november, 2022*

**Company Name** embecta

**Location** Kista, Stockholm

## Job Description

embecta is currently looking for a Nordic Product Manager who will contribute to embectas continued growth, reporting to Nordic Lead. The position is based in Kista, Stockholm. As Nordic Product Manager, you will have great opportunities to develop with embecta and have the potential to make a difference.

## About the position

As Nordic Product Manager, you will market embectas products together with regional leadership by developing and implementing omnichannel marketing and advertisement campaigns in the Nordics, representing the voice of the customer in senior level management meetings.

Your key accountabilities will be to:

Propose a marketing plan and budget and then deliver against it. You will monitor budgets by comparing and analysing actual results with plans and forecasts, making sure embecta achieve a positive ROI for their marketing activities.

Take lead in preparing marketing reports by collecting, analysing, and summarizing sales data, supporting sales staff by providing and presenting account analyses based on market trends, forecasts, and new product information.

Track sales data, maintain promotional materials inventory, plan meetings, project lead national and international trade shows, maintain databases, and prepare reports.

Implement marketing and advertising campaigns by assembling and analysing sales forecasts. Prepare marketing and advertising strategies, plan and organize promotional presentations and update promotional calendars.

Learn more about the market, embectas PM researches competitive products by identifying and evaluating product characteristics and market share, engaging with other key stakeholders (such as Med Affairs) regarding in country needs and requirements.

Take lead in tracking and executing on our tender excellence dashboard and program, supporting sales representatives and leadership with valuable market insight as well as proposing and

executing on strategies.

### **Qualifications:**

- Bachelor's or master's degree (or equivalent) in marketing or a related field
- Proven working experience in digital marketing, particularly within the medical industry
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate
- Experience with A/B testing and multivariate experiments
- Solid knowledge of marketing and analytics tools
- Working knowledge of ad serving tools
- Basic understanding of market access and HEOR tools
- Ability to travel within the Nordic countries.
- Fluent in Swedish and English, extra Nordic language is also highly valued

### **Skills:**

- Direct marketing
- Market segmentation
- Market research
- Coordination
- Project management
- Reporting research results
- Understanding the customer journey
- Process improvement
- Initiative
- Planning
- Financial skills
- Tender management

To be successful in your role you are business and customer oriented. You are used to structure your work, take initiatives and drive for results independently. The ideal candidate should be based in Stockholm. Travel throughout the Nordics will be required.

### **Welcome with your application!**

This recruitment is handled by our recruitment partner, Moveup Consulting AB. If you have questions

regarding embecta or this open position, please contact Jelena at **070 725 73 96**. To apply, please send your CV and a cover letter to [jelena.dogas@moveup.se](mailto:jelena.dogas@moveup.se)

We are screening applications continuously.

*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

embecta is a new publicly traded company with deep roots in diabetes care. embecta's history began back in 1924 when BD introduced the world's first specialized insulin syringe. Today, through our insulin delivery products, we touch approximately 30 million people living with diabetes in over 100 countries annually.

## Vision

Our vision is that one day we will have a world where life is unrestricted by diabetes.

## Mission

To develop and provide solutions that make life better for people living with diabetes.

**Consultant Name** Jelena Dogas

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