

## **Urgent Requirement For Product Manager For International Marketing**

### **Job Description**

#### **Responsibilities:**

- Developing promotional strategies & plans in line with business objectives & ensuring timely implementation / execution.
- Developing creative marketing communication in line with product positioning & communication objectives.
- To achieve brand objectives.
- Responsible for handling all activities related to brand promotion, advertising, events etc.
- To proactively conduct competition mapping, targeting and segmentation exercises for improving brand performance.
- To monitor promotional expenses to be within the budget.
- New product idea, market research and developing new product launch plans.
- Coordinating internally and with external vendors for execution of strategies.
- To liaise with other cross functional teams and vendors for timely implementation of brand strategy.

#### **Education:**

- B.Pharmacy preferable with MBA with 3-5 years PMT and 1-2 years sales experience.
- International exposure on Brand Management is preferable.

#### **Skills:**

- Creative thought process.
- Good Analytical skills.
- Superior communication, strategic, interpersonal and negotiating skills.

#### **Travel Requirements:**

- Should be willing to travel various countries based on requirement.