

Brand Manager

Reporting to: Head of Marketing	Direct Reports: 0
Department: Marketing	Location: Watford – office based with some flexibility to work from home
Contract Type: Permanent	

Role Introduction

This is an exciting opportunity to join Clinisupplies, a fast-growing medical device organisation, as the Brand Manager for our core urology portfolio. Reporting directly to the Head of Marketing this role will enable you to demonstrate your ability to manage a leading portfolio, work directly with customers, project manage campaigns and be a key part of our new product development programme building enabling you to demonstrate product launch excellence competencies.

We are a growing company with big ambitions, we are seeking a Brand Manager to take the lead on our core portfolio, who is great with people, enjoys data and is looking for a role where you can make a real difference. If that is you please get in touch.

Company Information

Established in 2000, Clinisupplies is a UK based medical devices company specialising in the manufacturing and marketing of products for the primary and secondary healthcare sectors. As part of the Healthium Group, one of the world's largest suppliers of wound closure products, we share the ambition to provide quality products at a competitive price in the markets we operate.

Our group Vision: Access to precision MedTech for every patient, globally

Our group Values:

- Agile
- Inquisitive
- Collaborative

You can find out more about us at Clinisupplies.co.uk and through our social media channels.

A summary of key areas of responsibility

Your primary responsibility will be to create campaigns and manage your portfolio to achieve the business objectives set out in our annual commercial/marketing plan and corporate strategy.

The responsibilities of a Brand Manager are broad and diverse and so much more than we can list here today.

As an experienced Brand Manager, you will know that you will be involved in all aspects of the business where your brand is impacted.

Campaign/Marketing Management

- Drive launch planning for new product lines, ensuring all aspects align to launch excellence
- Construct highly effective, user-friendly, customer-focused marketing materials, tools and exhibition spaces that showcase the brand personality and support the sales function and the customer journey
- Be the primary point-of-contact for all product related queries, proactively supporting the field-based teams and Customer Services department with campaign execution, ongoing portfolio management and troubleshooting
- Develop the approach the sales team will take to ensure the messages/processes that you create are delivered with impact and support market access
- Clearly and effectively present and communicate the brand area marketing plan and strategy to senior leaders, sales and nursing teams at internal meetings and conferences, using all and most appropriate communication channels

Portfolio Management

- Develop a close working relationship with Operations to support objectives delivering optimal stock management, avoiding excess stock holding and/or backorders, including intro/sample packs
- Critically analyse the brand(s) in the therapy area, highlight the strengths and weaknesses in the current strategic priorities and the portfolio of products, recommending and leading changes in direction that improve customer satisfaction, drive target achievement, and maximise profitability
- Proactively track trends in the market and competitor activity, collating all relevant intelligence and research to support the delivery of a differentiated brand strategy and the taking advantage of new sales opportunities
- Take responsibility for creating a brand area marketing plan that ensures all elements of the marketing mix are fully utilised to deliver the brand area's full potential
- Play a key role in the development of New Product Development (NPD) initiatives relating to your brands

About you

- You are an effective communicator, both in person, and through your marketing materials
- A proactive individual who can self-manage and prioritise your time effectively
- A strong implementer who enjoys making things happen and can manage projects
- You have an eye for detail, retain a creative mindset and willingness to do things differently
- The ability to see ahead and keep the 'big picture' in mind
- Enjoy simplifying complex information into a cohesive, concise, and persuasive messages

Skills, qualifications, and experience

Essential:

- Marketing experience in the healthcare industry
- Product launch exposure and experience understanding where to play, how to win principles
- Demonstrable knowledge of the healthcare industry, NHS environment and structure
- Experience working with and utilising the full marketing mix

- Understands how digital marketing integrates into the overall marketing strategy
- Strong numerical and analytical ability that relate to fast decision making
- Excellent communication, interpersonal and stakeholder management skills
- Confident IT skills and experience – particularly MS Office (PowerPoint and Excel)

Desirable:

- Degree (or equivalent) in Business Studies or Marketing
- CIM Diploma in Professional Marketing (or equivalent)
- Experience in the medical devices industry (e.g., Urology, Continence, etc.)
- Sales experience and/or in-depth knowledge of the sales process and the demands on a field-based Sales or Key Account Manager role
- Project management experience – including successful implementation whilst leading multiple stakeholders internally and externally
- In Design knowledge/experience in application

Previous experience in a similar role within a similar industry area is preferred. (Urology/Continence/Wound)

Clinisupplies is dedicated to the continuous development of our employees and offer excellent career prospects for the strong candidate. We offer an attractive benefits package including a competitive salary of up to £60,000 per annum depending on experience, 27 days holiday pro-rata (increasing with service) plus bank holidays, pension, private healthcare, profit related pay.

Clinisupplies Limited is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

No agencies please.