

## Brand Manager - Bowel Portfolio

---

<b>Reporting to:</b> Marketing Director	<b>Direct Reports:</b> 0
<b>Department:</b> Marketing	<b>Location:</b> Hybrid Watford – office \ home based
<b>Contract Type:</b> Permanent	

---

### Company Information

Clinisupplies is a leading UK-based manufacturer and supplier of medical appliances specialising in continence products for managing acute and chronic condition. The company also offers a portfolio of bandages and garments for the treatment of wounds and chronic skin conditions. Employing over 500 people in the UK, China and India, Clinisupplies supplies its products to the NHS and delivers direct to patients' homes through Clinidirect, its dispensing appliance contractor.

Clinisupplies is focused on developing products which are simple and discreet to use. Its product development team works with clinicians and patients to develop a strong product pipeline to be manufactured at its CE, ISO, US FDA approved facilities.

### Role Introduction

This is an exciting opportunity to join Clinisupplies, a fast-growing medical device organisation, as the Brand Manager for our Bowel portfolio. Reporting directly to the marketing director this role will enable you to demonstrate your ability to manage the lifecycle of a portfolio, collaborate directly with customers, consumers and gather market intelligence. You will project manage campaigns and ROI and be a key part of our new product development programme enabling you to contribute to us bringing new products to commercial availability.

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

### 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, diverse, and so much more than we can list here today.

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

### **Campaign/Marketing Management**

- Manage launch planning for new product lines, ensuring all aspects align to launch excellence.
- Construct highly effective, user-friendly, customer-focused marketing materials, tools and materials that display the brand personality that supports the sales function and the consumer journey.
- Be the primary point-of-contact for all product related queries, proactively supporting the field-based sales and nursing teams and customer/consumer services departments with campaign execution and lead management, 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 – track and report your findings.
- 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 trial/sample packs.
- 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 recent 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.
- Take responsibility for product training both internally and externally when required.

### **About you**

- You are an effective communicator, both in person, and through your marketing materials
- A collaborator that understands a diverse team is more successful than independent working.
- An initiative-taking 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.
- Confident presenting in front of others

### **Skills, qualifications, and experience**

#### *Essential:*

- Marketing qualification or experience from within the industry
- Demonstrable knowledge of the healthcare industry, NHS environment and structure
- Understanding of working with and using 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., Bowel , 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) but role would also suit early career if marketing and desire to enter healthcare space is demonstrated.

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, 27 days holiday pro-rata (increasing with service) plus bank holidays, pension, 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.**