



Job Description

M1-DAS-RMKTOP

2019-01-21

APAC Product & Marketing Specialist

Reference

Date

1 Job description general conditions of carrying out the job

The Regional Product & Marketing Specialist for APAC will:

- Supports the development of the business in the APAC region by providing product management support and marketing activities coordination to the regional team and distribution channel,
- Be the point of contact for product information, clinical evidence, marketing material and manage specific requests from the distribution channel,
- Supports the Clinical Application Specialists team in the execution of marketing and practice development activities in the region,
- Prepares activity and marketing reports, cooperate in the elaboration of company's and distributors' marketing annual plan,
- Supports the execution of sales, clinical and marketing activities plans,
- Develops and maintains prospect and customer list based on strategic marketing data and other sources for sales leads (CRM to be updated)
- Supports congresses and marketing activities preparation and logistics, eventually presents products during trade shows (in support to the local distributors)
- Supports the APAC Regional Director with regional visits and meetings together with distributors
- Participates in distributor sales forces and internal team trainings
- Collect and distribute market intelligence information to the regional team
- Support distribution channel with regular competitive analysis information

2 Educational level

This job is accessible for minimum Bachelor's Degree (or equivalent work experience) in business, marketing, medical, biomedical, life sciences and sales or related field of study.

3 Skills and Capabilities

- Experience in ASEAN or APAC marketing activities coordination, dealing directly with organizations and with distributors,
- Working experience in preference with orthopedics devices like implants or equipment,
- 2 to 5 years of experience of product management and marketing coordination support,
- Chinese speaking and reading, will be a strong advantage,
- Good presentations skills for clinical products, and ability to propose new ideas or plans,
- Good in in execution of elaborated activities' plans,
- Ability to self-motivate, multi-task and work independently or within a team,
- Ability to self-discipline, the position is home based when not traveling,
- Proven oral, written, telephone and presentation skills. Strong interpersonal skills,
- Computer literate with knowledge of all Microsoft Office Applications especially Power Point to support the regional team, experience with Sales Force and edition software will be an advantage,
- Analytical skill set, ability to interact with any level within an organization,

4 Miscellaneous

- Based in Singapore,
- Reports directly to the Regional Director APAC,
- Works in close relationship with the APAC team and with headquarters in Europe,

Date	Name and signature