

## **JOB DESCRIPTION**

### **Brand Manager**

iQone Healthcare Switzerland, Versoix, Vaud, Switzerland

Full time

#### **About the job**

##### **Be part of a dynamic team in a fast-growing company**

Working at iQone Healthcare Switzerland you will be making therapeutic advances available to Swiss patients. Our domain of expertise is to provide biosimilars and innovative products in immunology, oncology, and rare diseases and ultimately, we aim to contribute to a better healthcare system.

At iQone Healthcare Switzerland you will be part of an experimented and dynamic team where critical thinking, fast decision-making and personalized service are part of the DNA of the company.

#### **What you will do**

- Planning, execution and control of marketing activities for the products in the different disease areas including market research, identification of target audiences, pre-marketing activities and launch of new products by appropriate integrated plan of action (objectives, strategies, tactics, etc.)
- Evaluate and identify creative sources and solutions that can help inform and influence the strategic business plan in collaboration with stakeholders
- Constant observation of the market and competitors to optimize marketing strategy
- Develop new and existing relationships with HCPs (e.g. physicians and key staff) through regular outreach and education activities, HCP visits, and conference participation, etc.
- Develop HCP- and patient-directed promotional and educational material, disease awareness material in strong collaboration with the medical department
- Develop event strategy, aligned with local dynamics/needs
- Establish and maintain a network including contacts to relevant opinion leaders by participating at congresses, organizing events, etc.
- Ensure sales teams are sufficiently trained on products (use, differentiation, positioning and pricing) and educational material / promotional material / disease awareness material
- Set objectives and ensure their implementation
- Drive the implementation of new product and indication launches and ensure strong execution

**Who you are**

**Education/Experience**

- At least Bachelor's degree in marketing, economics or biomedical engineering or equivalent healthcare related (scientific or engineering). Advanced degree a plus with 4 to 5-years experience in sales and/or marketing in the pharma/healthcare sector
- Demonstrated interest with the pharmaceutical industry and understanding of pharma market dynamics
- Fluent mastery of German and English. French is an advantage

**Required Skills**

- Healthcare product/industry acumen
- Deep marketing expertise in market and customer insights, product commercialization and branding
- Ability to develop new ideas through collaboration and execute on creative ideas
- Ability to make product forecasts for short-term and long-term timelines based on market development, sales trends, competition and changing market dynamics
- Ability to interact professionally with all organizational levels
- Team oriented – ability to motivate
- Excellent oral and written communication skills
- Strong analytical and process skills.
- Ability to manage priorities in a fast-paced environment
- Ability to maintain a strong relationship with the regional sales team

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