

Marketing Executive at Shalina Healthcare

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Company: JobWebKenya

Location: Kenya

Category: other-general

Job Description

Shalina Healthcare is a market leader in making quality healthcare products affordable and available across Africa. We achieve this by sourcing from WHO-approved production facilities in India and China and by focusing on our first-class distribution expertise. Shalina Healthcare is privately owned and part of the Shalina Group. We have been operating in Africa for more than thirty years.

Responsibilities:

Support the execution of marketing plans for existing products and new product launches.

Execute and deliver effective marketing campaigns/activities within the approved budget while meeting the agreed timelines.

Establish, maintain and grow the product-related expert network (KOL & KBL – Pharmacy).

Design/ customize trainings (regional context) promotional content, product training programs.

Provide academic support and guidance for product sales activities.

Work closely with sales team to ensure implementation of marketing & brand plans.

Work aggressively to develop and procure visibility inputs as and when required.

Qualification:

Bachelor's degree in Pharmacy/ Biological Sciences.

Minimum of 3 years' experience in Marketing/ Sales preferably from a pharmaceutical industry handling OTX/ OTC brands.

Ability to forge strong working relationships & gain credibility quickly with all levels.

Well organized individual with the ability to prioritize, deliver to tight deadlines and with the ability to function effectively under pressure.

Strong communicator with ability to influence internal and external stakeholders.

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