

## Marketing Manager at Frank Management Consult Ltd

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Location: Kenya

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### Job Description

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Frank Management Consult Ltd is an international management consulting agency. We work with major companies, raising their performance, driving their strategies and enhancing their productivity.

### General assignments

Be the driving force for proposals in line with company guidelines

Participate in the company's improvement dynamic

Respect the procedures and instructions which are in effect.

Ensure compliance with laws and regulations governing the work

### Specializations of the Job

Developing and overseeing the marketing strategy for the company, which revolves around advertising pharmaceutical products

Promoting new products to health care service providers

Developing strategic and tactical plans to achieve marketing objectives, including brand planning and strategy development

Evaluating the effectiveness of promotion and advertising programs and suggesting improvements

Researching and analysing market trends and competitors, and converting the raw data into detailed reports and actionable insights

Evaluating and assessing the strengths and weaknesses of competitive products and developing comparative statistics and metrics

**MUST HAVE:**

Ideal candidate must be knowledgeable about digital marketing and drug testing and development, as well as familiar with relevant laws, rules, and regulations in the pharmaceutical industry

**Education and Experience:**

Bachelor's degree in Marketing, Business, or Health Sciences (MBA is a plus)

3–5 years of work experience, preferably with pharmaceutical products

Working knowledge of the pharmaceutical development process and health care environment, as well as thorough understanding of marketing business processes

Understanding of healthcare system, markets and stakeholders, and competitive dynamics

Familiarity with latest trends and best practices in the pharmaceutical field

Project management and prioritization skills

Ability to meet deadlines and complete projects within budget

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