

Introduction

At MSI Reproductive Choices, our mission, 'Children by choice, not chance', is at the heart of everything we do. We provide high-quality contraception, safe abortion and post-abortion care services, and work with advocacy to create an enabling environment for safe access for all. All team members must support us in our mission.

We want individuals who believe in our mission and who can clearly describe how and why they feel that what MSI Reproductive Choices does is important. To achieve this, every candidate is given the opportunity to provide their thoughts and opinions on our mission statement in the online application form. We only consider applications from candidates who are aligned with MSI Reproductive Choices mission and vision to eliminate unsafe abortion in the countries where we work .

For this reason, only **fully pro-choice candidates** will be considered for any role within MSI. Please ensure that you read the MSI Reproductive Choices Candidate Pack carefully, prior to applying .

MSI Reproductive Choices is committed to creating an inclusive environment with a workforce which is representative of the communities we serve. We're proud to be an equal opportunities employer and give equal consideration to all qualified applicants without regard to race, ethnicity, religion, gender, gender identity or expression, sexual orientation, national origin, disability, or age. MSI is committed to safeguarding and promoting the welfare of all team members and clients, with a focus on vulnerable groups. MSI committed to compliance with all fair employment practices including citizenship and immigration status.

Please note this role will be subject to full pre-employment background checks which may include, but is not limited to employment references, right to work verification, adverse financial checks, basic criminal record checks and risk database screening checks.

Key Skills

To perform this role, it is **essential** that you have the following skills:

- **Skills in Product marketing and product development technical fundamentals:**
 - 7Ps (positioning, product, price, promotion, place, point of sale, people); integrated marketing strategies and product development
- **Commercial:** highly numerate; worked with a product P&L and using market insight & pricing data
- **Good strategic thinker:**
 - Good at using a wide variety of different data sources into clear, cohesive marketing plans
 - Externally minded, always up to speed with what the marketplace and competitors are doing – and understand how this can shape the product positioning and launches
 - Know how to interpret and use the insight data to look for patterns and roadblocks, especially those that may influence product growth in the longer term.

All MSI Reproductive Choices person specifications are subject to a language neutrality test prior to approval and we're always looking for new ways to make our recruitment process as fair and unbiased as we can. If you'd like to provide feedback on MSI Reproductive Choices recruitment process, please do so via email to

recruitmentinbox@msichoice.org

- **Good problem solver:**
 - Able to come up with new ideas to work around problems because have both experience to fall back on and an attitude that is open to new suggestions
 - Able to help colleagues think through solutions to getting product launches back on track
- **Excellent communication skills** – written and verbal skills in English
 - Ability to liaise effectively with a range of stakeholders at different levels of authority
 - Very comfortable with fostering collaboration using multiple ways, chat, whatsapp, phone, f2f, file sharing, 121 and group meetings.
- **High drive for results**
 - Ability to work independently, determine priorities, manage multiple tasks and meet timelines while collaborating with cross functional teams (not happy until the job is done and done well)
- **Ability to build relationships across teams, with evidence of highly sensitive cross-cultural skills**
 - Build trust and camaraderie across virtual teams
 - Committed to the protection of team members and clients, with a focus on vulnerable groups
 - Able to role-model inclusive and culturally sensitive attitudes and behaviours
- **Good planning skills**
 - Highly organised and structured and comfortable working on shared sites and in shared folders
- **Very strong excel skills, competent in word and powerpoint**
 - Able to easily & quickly pull together product briefings, marketing presentations & status reports

Key Experience

To perform this role, it is essential that you have the following experience:

Pharmaceutical marketing

- Experience of working in the consumer health /pharmaceutical sectors in product marketing for regulated products
- Good experience & understanding of the healthcare regulatory environments and the constraints this brings for marketing and communication
- Have experience in key elements of the Marketing mix, including advertising & market research, social, digital and PR campaigns
- Have developed marketing strategies that know how to reach business targets, engage healthcare professionals and convert to recommendations, scripts and sales.

Healthcare trade marketing across different channels

- Worked across different product categories into different channels (ideally pharmacy for pharma and grocery for consumer products such as condoms)
- Good knowledge and practical experience in healthcare trade marketing including designing

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- trade promotions for distributors and wholesalers
- Experienced in visual merchandising techniques and the developing impactful merchandising (perfect store, win at shelf concepts)
- Developed and trained sales teams to sell , detail and overcome objections

Product development

- Proven experience in healthcare new brand/ product development & launching products in healthcare regulatory environments
- Good understanding and experience in market mapping and identifying product opportunities (trade, client research, client segmentation & targeting, pricing,
- Worked with agencies to develop new packaging designs
- Developed product specifications with suppliers / supply chain & regulatory teams

Preferred

- Experience as a health sales representative
- Worked with developing Key Opinion Leader communication and training
- Owned positioning and messaging for a product or line of products
- Experience in sexual reproductive health and related sectors is highly preferred
- Worked in or highly knowledgeable about the challenges of selling & marketing in resource constrained markets

Formal Education/qualification

- Educated to degree level however, extensive practical experience in sales and marketing will be favourably considered
- Professional marketing qualifications preferred but not mandatory

Personal Attributes

MSI Reproductive Choices is dedicated to equal opportunity for all and recognises that every individual is unique. Whilst we always seek to embrace individual differences and celebrate the diversity of our workforce, we also want to ensure that every team member is suited to their role and that they are given the best opportunity to succeed.

The personal attributes described below have been developed in accordance with the job description and other contextual factors relating to the role and are considered essential.

For this role, we're looking for an individual who is:

- **Pro Choice.** Energy, drive and passion for purpose and MSI Reproductive Choices' mission, able to inspire others with the MSI mission.
- **Committed to the protection of team members and clients**, with a focus on vulnerable groups;

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Person Specification:

Product Marketing Specialist - healthcare



able to role-model inclusive and culturally sensitive attitudes and behaviours

- **Builds strong working relationships** – takes people with them.
- **Commercially minded, supportive of MSI as a “social business”**
- **High drive for results** - positive, “can-do” attitude. High “hands-on” and work at pace
- **Flexible attitude** towards working in a fast-changing operating environment
- Able to travel 25% of time (once travel restrictions lifted)

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This role is designed to be a 18-24month contract to set up and help MSI have a fast start to building a bigger product pipeline quickly. MSI is a fast-paced organisation and success in this role may lead to future opportunities. So, for someone who wants to bring their commercial skills to add value in an exciting social business – then this is an ideal entry point to MSI.

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