

Job Description:

Product Marketing Specialist - healthcare



General role information	
Job Title:	Product Marketing Specialist - healthcare
Reporting to:	Head of Product & HealthCare Trade Marketing
Salary Band:	16
Notice period:	1 month
Career Band:	6
Budget Responsibility?	No
Direct Reports?	No
Client facing role?	No
Location	Ideally based in one of MSI's key countries (Kenya, Uganda, Nigeria, Vietnam, Ghana, Tanzania, Ethiopia) – other country locations will be considered but must be in a country where MSI has operations/ entity.
About MSI Reproductive Choices	
<p>At MSI Reproductive Choices we are unapologetically pro-choice. We believe that every woman has the right to make choices about her own body and her own future. As one of the world's leading providers of contraception and safe abortion care, we give women the means to do so. Our team members, working across 37 countries, provide high quality, safe services to women, when and where they need them. Because when a woman can determine her own future, she can contribute to creating a better, more sustainable future for everyone.</p> <p>MSI Reproductive Choices is committed to safeguarding: promoting the welfare and safety of everyone involved in the delivery or receipt of sexual and reproductive health services, especially children, young people and vulnerable adults. We are committed to ensuring diversity, and equality for all within our organisation and encourage applicants from diverse backgrounds to apply. We expect all staff and post holders to share our values and commitments.</p>	
The department/team	
<p>The Technical Services team charged with designing, developing & evaluating new service models and solutions, best practices for deployment by the country teams. Within this group the Global Product & Trade Marketing team develop Sexual Reproductive Health products and trade marketing campaigns designed to expand access to contraception and safe abortion/post abortion care.</p>	
The role	
<p>The Specialist is accountable for developing Sexual Reproductive Health (SRH) product innovations and their associated product & trade marketing campaigns for 2 or 3 specific categories (e.g. condoms, pregnancy test kits, testing kits, oral contraceptive pills, medical abortion/post abortion care, fertility etc)</p>	

All MSI Reproductive Choices job descriptions 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

This role is designed to be an 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.

What does success look like, and how will it be measured?

- Product category strategy defined with agreed product specifications
- Launch toolkits developed
- Products launched on time for designated category in agreed countries
- CYPs, £Sales revenue, £sales margin, % margin targets achieved for designated category.

Key Responsibilities

1. Develop category strategy and product specifications for nominated category
2. Delivery of product launch toolkits and trade marketing, product detailing communication materials
3. Supporting countries to develop their sales and marketing plans, successfully launching on time to meet business plan targets

1. Develop category strategy and product specifications to launch new products

- Use category, country insights to develop category strategy (identify new opportunities for product development). Gain approval for category strategy first from the Head of Product Marketing; co-present for approval from the VP & Technical Services Director, and define and deliver the product development roadmap.
- Work with Supply Chain team & suppliers to develop (& likely iterate) appropriate product specifications, ensuring the specification will deliver a point of difference in the market and meet margin goals.
- Develop new brand/ product and packaging concepts briefing agencies and make packaging recommendations for approval.
- Work with Social Marketing Finance Manager and Regional Business Development Managers to evaluate financial viability of new innovations based on agreed ROI standards. Make revisions to specification as required to achieve margin targets.
- Work with Medical Development Team and Supply Chain to generate any clinical /product testing to ensure products meet MSI's high quality standards and performance criteria.
- In collaboration with country programmes, regional teams and key agency partners generate consumer and provider testing including relevance, acceptance and technical delivery, ensuring no products are launched without some evidence that supports client acceptability.

2. Delivery of global product launch toolkits (key launch information and marketing materials for countries) and detailing & trade marketing communication materials

- **Communication:** in collaboration with lead countries write design brief for agencies to develop communication materials for both client facing and trade; prepare trade marketing launch objectives, strategies and tactics

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- **Launch toolkits:** lead and prepare (using MSI product launch template) the key information pack for launch (product positioning, pricing, promotion, marketing communication, sales selling material, media plan etc.) new products and services for adoption across markets and distribution channels
- **Adoption:** Write & run webinars and workshops to ensure awareness and adoption of product launch toolkit by country teams
- **External awareness & communication:** Brief the comms teams about new products. Create content such as case studies, videos, website copy and blog posts. Speak and present about products to both external and internal audiences

3. Supporting countries to develop their sales and marketing plans, successfully launching on time to meet business plan targets

- **Adaptation of launch toolkits to create country plans:** Working with the Regional Business teams, coach and show country teams how to adopt the Global toolkits to design their product launch plans.

Please note that you may also be required to carry out reasonable additional ad-hoc duties, at the request of your line manager.

Please read this document in conjunction with the Person Specification for the role.

Signature

By signing below, you indicate that you have read and agree to this job description.

Full name:

Signature:

Date: