

Argentina Jobs Expertini®

Marketing Director, Argentina

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Company: Teva Pharmaceuticals

Location: Buenos Aires

Category: other-general

The opportunity

The Marketing Director will play a pivotal role in defining and designing marketing strategies in collaboration with the General Manager of Argentina and Uruguay. This position will be responsible for budgetary planning, strategic campaign development, market analysis, and effective collaboration with cross-functional teams to drive business objectives forward.

The ideal candidate will possess a deep understanding of pharmaceutical marketing, innovative thinking, and a track record of successful strategy execution.

How you'll spend your day

Design comprehensive marketing strategies tailored to the products within our portfolio, overseeing the formulation of departmental budgets and strategic allocation of promotional investments.

Execute meticulously designed marketing strategies and tactics aimed at propelling product growth, covering a spectrum of promotional campaigns, diversified communication channels, impactful promotional materials, robust clinical support assets, and active engagement in scientific forums.

Conduct thorough market studies, meticulously analyzing product landscapes, customer behavior, and competitive dynamics to drive informed decisions, fostering the introduction of new products, expansion of product lines, and pioneering innovative formulations to augment sales potential.

Forge strong collaborative ties with sales and product development teams to synchronize

marketing endeavors with overarching business goals, fostering seamless lead generation and conversion pathways.

Diligently track and assess marketing performance indicators, including ROI, customer acquisition expenses, and conversion rates, furnishing regular and insightful reports to senior leadership.

Your experience and qualifications

Strategic thinking and problem-solving skills, with the ability to develop innovative marketing strategies.

Excellent communication and presentation skills, capable of effectively communicating marketing plans and results to senior management and cross-functional teams.

Deep knowledge and understanding of pharmaceutical marketing principles, trends, and best practices.

Bachelor's degree in Marketing, Business Administration, or a related field. A Master's degree is preferred.

Demonstrated experience as a Marketing Director or similar role, preferably within a similar industry.

Proven success in developing and executing effective marketing strategies.

Profound understanding of market research and analysis techniques.

Experience in biosimilars is a plus.

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