**JOB SPECIFICATION**

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| **JOB TITLE** | Area Manager x 3 |
| **Company Headquarters**  **LOCATION** | Basque Country/Catalonia and South |
| **REPORTS TO** | Country Manager: Iberia |
| **OBJECTIVES/**  **PURPOSE OF JOB** | * To achieve sales targets and grow market share of Rayner and our partner products and manage customer accounts in your territory. * Be trusted expert and representative of Rayner and our products. * To secure the ongoing retention of as much of the current/existing intraocular lens business and existing accounts * To execute a strategic plan and growth strategy for Rayner’s business in Levante, both in the short term and into the future * To be accountable for driving sales and profit growth Levante * To prepare the Levante market for product launches and to capitalise on the introduction of new products to drive the business * To become a key and effective presence within the Rayner Group |
| **KEY ACTIVITIES**  **RESPONSIBILITIES** | Achieve and exceed the sales targets for your territory, including:   * Maintain full Territory cover to maximise sales potential * Identify new lens and factored and partner product opportunities/ trials   Provide an effective account management service for all surgeons, ophthalmic units and other customers within the territory and continually develop those relationships to strengthen Rayner’s position in the market, including:   * post-market surveillance * service existing lens banks ensuring lenses are in date and reordered to maintain the bank * provide ongoing training and develop relationships with surgeons and nursing staff in hospitals with lens banks * deal calmly and effectively with any incidents and problems * work positively and effectively with all internal teams to ensure the best possible overall experience for our customers   Build and demonstrate a thorough understanding of the territory for which you are responsible and excellent product knowledge.   * Monitor market and customer trends, including pricing; and competitor activity, and report back to the Marketing team and Spain Sales management. * Continually develop both your sales and product skills to become a trusted expert. Take proactive responsibility for your own development.   Understand and work in alignment with our Product and Commercial strategies, liaising with Marketing and rest of the Commercial team.  Understand work within the Rayner Quality Management system, including following with Marketing and rest of the Commercial team.  Produce reports and action/ sales/ territory plans and sales reviews as required, including stock and activity reports.  ***Act in line with our Company Values:***   * **Ambition:** *We have the drive to continuously improve* * ***Integrity:*** *We are accountable for what we do acting ethically and in the best interests of our customers, patients and stakeholders* * ***Openness: –*** We positively consider new ideas and challenges * ***Respect: -*** We support each other and our customers to succeed |
| **KEY RELATIONSHIPS** | **External:**   * Customers and potential customers * Public and private hospitals, ophthalmic clinics * KOLs * Spanish health and regulatory authorities * Suppliers   **Internal**   * Country Manager: Iberia * Personnel in the wider Rayner Group, including Commercial, Marketing, Logistics, Product Supply, and Finance, Legal and HR functions |

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| **COMPETENCIES** | Effective Leader/Manager  Effective Rainmaker  Self-Motivated  Highly Commercial  Good Communicator  Ethical  Results Oriented  Team Player  Customer Oriented  Organized & Deliberate  Innovative  A very good standard of Spoken and Written English  Prepared and able to Travel Extensively for the Business |