## JOB DESCRIPTION

**JOB SPECIFICATION**

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| **EMPLOYEE NAME** |  |
| **JOB TITLE** | Product Manager |
| **GRADE** | R3 |
| **DEPARTMENT** | Marketing |
| **LOCATION** | Berlin |
| **LINE MANAGER** | Head of Global Marketing and Sales Director Germany  |
| **PURPOSE OF ROLE** | The purpose of this role is to increase the growth, development and promotion of our product portfolio within the German and Austrian markets by playing an integral part in cascading marketing initiatives from our UK global headquarters.This will be a busy and demanding role and you will be joining the dynamic team in our Berlin office and be part of a profitable, growing Global organisation with ambitious plans for the development of the business. The right candidate will have an excellent opportunity to make a positive impact as the business continues to grow.Rayner is a leading developer and manufacturer of ophthalmic implants and pharmaceuticals, it specialises in intraocular lenses (IOLs) and related products used in cataract surgery and refractive surgery. Since the development of the first IOL, Rayner has continuously pioneered IOL design with a goal to improve vision and restore sight worldwide. Today, Rayner’s mission remains to deliver innovative and clinically superior ophthalmic solutions that respond to the expectations of our global customers to improve sight and quality of life for their patients. |
| **KEY ACTIVITIES/****ACCOUNTABILITIES** | As an In-Country Product Manager you will receive business plans, marketing initiatives and materials for existing and pipeline products from the Global Marketing Team and you will be accountable for the local execution of said initiatives. Key Activities* Translate the Global marketing materials to local language(s). Adapt only to comply with local law and regulations.
* Execute Global Marketing initiatives locally e.g.
	+ Produce all marketing materials and distribute to sales teams and customers
	+ Manage brand identity across all media, materials and sales channels to ensure total consistency with the Global campaign.
	+ Organise exhibition/booth builds for national meetings
* Work closely also with the Eye Science team, to ensure alignment with the clinical marketing initiatives.
* Work with the Operations Manager in Germany to ensure budgets are well managed and in-line with the Business Plan.
* Work with the Sales Director Germany to ensure marketing materials are delivered to and requirements of the sales team are met.
* Be the Champion for the local market always. Particularly important is to influence the Global Marketing Team to ensure optimisation of the in-country effectiveness of the Global Campaigns.

Key Performance Indicators* Execute all marketing initiatives to support the sales effort to achieve the financial objectives defined in the Country Annual Business Plan.
* Influence Global Marketing to ensure the effectiveness on all marketing activities are optimised.

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| **COMPETENCIES**  | 1. **Ambition:** *We have the drive to continuously improve*
2. ***Integrity:*** *We are accountable for what we do acting ethically and in the best interests of our customers, patients and stakeholders*
3. ***Openness: –*** We positively consider new ideas and challenges
4. ***Respect: -*** We support each other and our customers to succeed
5. ***Good organisational skills***
6. ***Good business acumen*** *– financial awareness, strategic thinking, business planning and budgeting*
7. ***Analytical and problem resolution skills***
8. ***Strong interpersonal skills and relationship builder*** *– KOLs, key partnerships, external agencies etc.*
9. ***Flexible ‘can-do’ attitude*** *needed to thrive in a rapidly growing and changing company. T****eam Player***
10. ***Ability to travel*** *internationally when required (expected to be 5-10%)*
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## PERSON SPECIFICATION

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| **QUALIFICATIONS/ TRAINING/ EXPERIENCE** | Essential:* Degree in Marketing / Science / Optometry / Engineering or equivalent professional experience
* Fluent in and English with strong grasp written English language
* Marketing experience (1-2years)

Desirable:* Formal business or marketing qualifications (e.g. CIM)
* Experience working in Optometry/ophthalmology
* Understanding of medical devices
* Product Management experience
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