



Fascinated

*by thinking
ahead*

Bayer is a global enterprise with core competencies in the Life Science fields of health care and agriculture. As an innovation company, it sets trends in research-intensive areas. Bayer's products and services are designed to benefit people and improve their quality of life. Optional local country text part local optional country text part optional local country text part local country text part optional country part. At Bayer you have the opportunity to be part of a culture where we value the passion of our employees to innovate and give them the power to change.

Product Manager (Consumer Healthcare)

YOUR TASKS AND RESPONSIBILITIES

- Coordinate in new product launch or new market development of both local brands and global brands. For local brands start from initiating new product concept and packaging to be conducted in consumer research and coordinate stability and production plan with local toll manufacturer to achieve finished products ready for launch on time.
- To coordinate with global team for NPD through NPD process to obtain the launch as planned.
- To set up pre-marketing plan of finished product and to prepare launch plans for medical, trade and consumer segments.
- Prepare product marketing plans and marketing strategies for assigned products
- Prepare annual budgets for the marketing mix for assigned products and monitor the sales and expense to ensure profit margin of assigned brands
- Prepare print materials and all promotion items which reflect product objectives and which meet all imposed guidelines
- Monitor of competitors' activity
- Maintain directly and through the field force a close awareness of customers needs, competitive activity and environmental changes
- Analyze new and existing communication vehicles and media
- Prepare Training programs for representative both medical team and drugstore team
- Communicate of marketing strategy
- Communicate with other BCC parties
- Be center of Marketing Information Services
- Build good relationship with key opinion leaders for brand benefit in both medical and drugstore channel
- Analyze market opportunity and provide forecast input for long term business plan
- Conduct a consumer research for attitude changes or tracking for brand and advertising awareness

WHO YOU ARE

- At least 5 years of experience in Marketing or Sales in MNC companies.
- Bachelor Degree in any field plus MBA background will be preferable.
- Experience in brand management in OTC channel and consumer marketing or FMCG
- Strong analytical skill required: quantitative, market, qualitative, people.
- Self-motivated and able to work with cross functional team.
- Good command in written and spoken English will be preferable.
- Good personality, Interpersonal skills, Presentation skill is advantage.

Contact us

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HOW TO APPLY

Interested candidate please submit CV in English format to hr-thailand@bayer.com