



Job Description

Please fill in this form and save it as described in SOP 000151.

• Dermatology
beyond the skin

Background information	
Name of employee (John Doe)	LEO-id
Revised (date and version)	25/03/2021 V2
Title (E.g. Specialist, coordinator, project manager, Head of Department etc.)	Patient Solutions Manager – 12 month FTC
Department name (e.g. Patient Solutions Thrombosis)	Patient Solutions Dermatology
Org. Unit ID (optional) (e.g. 30030281)	
Location (Country/State/Provence/Region or City)	United Kingdom
Job type (e.g. Business Administration & Support, see Pulse for more info, here)	
Job Level (e.g. P3, see Pulse for more info, here)	P4
Immediate manager title (Reports to e.g. Vice President Sourcing)	Head of Marketing, Patient Solutions Dermatology
Business responsibility (if applicable)	
No. of direct reports	0
Financial magnitude (Budget owner, P/L, Sales and/or Cost)	<i>Promotional Budget as agreed with line manager</i>
Authority (Areas where the position holder is accountable)	<i>Matrix management for defined areas</i>
Objectives and tasks	
Overall objective (Short description of the overall objective of the position - the purpose of the role)	To support the development of the product life cycle plan and ensure its successful implementation across all business functions within a defined resource
Role and responsibilities (Short description of the tasks and responsibilities which are key to the role. List in prioritised order)	To provide an accurate and realistic forecast of sales/ stock for given product(s) and to have overall responsibility for project management of reports <ul style="list-style-type: none"> Assess robustness of forecast model for all relevant products



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- Populate models and present scenarios with assumptions
- Monitor sales against forecast, decide appropriate action and implement

To support the Business Planning process for product(s) to maximise sales with given resources, ensuring quality and timeliness

- Endorsement of product strategy as part of Business Planning process
- Identification of appropriate key drivers (incorporating market research, internal and external stakeholders etc)
- Appropriate utilisation of resource behind key drivers (incorporating field force, product spend, clinical trial spend, time allocation)
- Develop and monitor product KPIs
- Current knowledge of NHS/regulatory/Governmental environment
- External environment managed by attendance at customer meetings and regular liaison with key customers, in accordance with the Key Account Plan

To identify and plan all tactical programmes to deliver product strategy

- Tactical programmes all strategically aligned (ie supporting key drivers)
- Integrated and appropriate marketing mix (ie. variety of communication channels utilised in a co-ordinated manner eg. Sales force/ PR/ KOLs/ Advertising/ meeting programme etc)
- Ongoing appraisal of success, or otherwise, of tactical programmes (eg. Sales force/customer feedback, market research etc)
- Financial management and monitoring of allocated product spend

To make resourcing decisions within existing constraints regarding product tactical programme

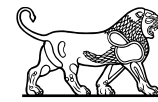
- Budget justification/allocation
- Actual spend versus budget
- Forecasting of sales by quarter to be completed accurately and within timelines

To achieve the agreed objectives for the product(s), choosing appropriate action based on progress reports against budget, sales, KPIs

- Quarterly submissions of year end sales and spend
- Budgeted/ target sales forecast
- Market Share/ patient penetration
- % growth
- KPIs

Key working relationships

Opinion Leaders in the relevant therapeutic area



(Interface and cooperation with e.g. internal functions or external partners)	Sales force and Sales force management Cross Functional Teams/Brand Teams Advertising Agencies/AV companies
Job specific competencies	
Requirements to e.g. <ul style="list-style-type: none">• Professional competencies (education, training, experiences)• Business insights (knowledge of the business and industry)• Behavioural competencies (demonstrated behaviours – see Pulse for more info, here)	Educated to degree level or equivalent Demonstrable success as a Sales Representative in Pharma Industry Proven experience as a Product Manager. Two years experience (or equivalent) of Pharmaceutical marketing Experience of presenting, negotiating, project management Familiarity with relevant disease/ therapy area Knowledge of NHS environment ABPI qualified Proficient in use of MS Office
Job description hereby understood and agreed: Date: ----- Employee's signature	The correctness of the job description is hereby confirmed: Date: ----- Manager's signature

Acknowledgement

LEO Pharma reserves the right to make modifications to this job description as deemed necessary by changing position and business requirements.

The job description is a requirement under LEO Pharma's Quality Management System. It does not form part of the employment agreement between the employee and LEO Pharma and cannot be relied on in this respect.