

Phebra develops, manufactures, and supplies high quality and innovative pharmaceuticals to meet the requirements of the hospital specialty pharmaceutical market. At Phebra we create critical medicines which save and improve lives. Working with us, you will have an opportunity to contribute and make a difference!

The following role is currently available. If you feel you meet the below criteria, we welcome applications from those presently employed at Phebra and applicants currently external to the business. Please feel free to share this information with people you know who may be interested in applying for this role.

Please apply by sending your resume and a covering letter to address how you meet the requirements of the role to HR@phebra.com

Role Title	Product Manager (Hospital Portfolio)		
Department	Marketing		
Hiring Manager	Hariklia Papapetrou (Chief Marketing Officer)		
Job code	INT27	Closing Date	16 October 2024
About the role	<p>The role of Product Manager (Hospital Portfolio) at Phebra is a permanent full-time (37.5 hrs per week) working with our Melbourne Office based in Caulfield, Victoria, however the opportunity could be available in Sydney for an experienced candidate.</p> <p>The main function of this role is to develop and execute strategic marketing plans for new and existing products within the Phebra Portfolio. The Product Manager is responsible for managing the life-cycle of existing products to drive sustained profitability, evaluate market potential for new products and help formulate strategic plans to enhance growth and expansion of the product portfolio.</p> <p>Key performance areas of the role are (but not confined to):</p> <ul style="list-style-type: none"> - Proactively monitor market dynamics, customer behaviours and competitor activity to understand Phebra's marketing opportunities supported with data analytics. - Develop tactical strategies including promotional campaigns to grow unique products, and build market share of competitive product lines with alignment to overall corporate strategy. - Manage life-cycle of products, from conception, launch and beyond. Track product performance, gather customer feedback, refine existing strategies to ensure continued relevance and success. - Foster strong cross functional relationships with Sales, Regulatory, and Operations teams to ensure cohesive and successful product launches and support for driving strategic objectives. - Develop and strengthen Phebras relationship with Key Opinion Leaders (KOLs) and key customers within key therapeutic areas to drive key strategic initiatives. Use information to refine marketing strategies. - Develop and deliver product training programs for Sales team to enhance capabilities to effectively communicate the product value proposition. 		
About you	<p>To be successful in this role you will require:</p> <ul style="list-style-type: none"> ❖ Minimum 4 years product management experience within pharmaceutical industry with success in launching new products. ❖ Tertiary qualifications in either pharmacy, scientific, biomedical or healthcare with a high aptitude to interpret technical, clinical and marketing data relating to focus products and/or industry. Deep understanding of the principles of marketing. ❖ Experience in Key Opinion Leader, Hospital Pharmacist and Clinical Specialist engagement. ❖ Strong networking skills, with strong communication and presentation skills. ❖ Strong analytical skills and problem-solving abilities. ❖ Computer literacy including MS 365 suite and web based applications. ❖ Demonstrated leadership, negotiation skills and strong business acumen. ❖ Strong project management skills. ❖ Be a passionate, driven, self-motivated team player who thrives in a dynamic and autonomous role. <p>Full working rights in Australia are essential – if you have a temporary and/or restricted visa's please address subclass and expiry during your application.</p>		

Phebra are an equal opportunities employer, we are committed to diversity and inclusion within the workplace and believe that a diverse team with unique perspectives, ideas and experiences should be valued.