

# Brand Manager

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Марокко

## Сводка

The Brand Manager is a strategic leader responsible for defining and executing brand strategy across Morocco, Tunisia, and Algeria, in alignment with global and regional marketing directives. The role drives brand growth, market share, and customer engagement through innovative, compliant marketing initiatives. The Brand Manager leads and oversees end-to-end new product launches, including launch strategy development, cross-functional coordination, execution planning, and post-launch performance tracking, ensuring timely, impactful, and consistent market entry. Acting as the brand team leader, the role ensures consistency, relevance, and excellence across all brand touchpoints.

## About the Role

### Key Responsibilities

#### Strategic Leadership & Brand Stewardship

- Define and champion the brand vision, positioning, and strategic roadmap for the MTA cluster (Morocco, Tunisia, and Algeria), including **pipeline assets and upcoming launches**
- Lead cross-functional Brand Teams, ensuring integrated planning, launch preparedness, and consistent execution across all channels
- Identify portfolio opportunities, pipeline potential, and unmet medical needs, driving **new product launch strategies**, lifecycle planning, and corrective action plans to sustain long-term growth

#### Marketing Excellence & Operational Execution

- Develop and execute robust tactical plans, **end-to-end launch strategies**, and omnichannel campaigns that are customer-centric and fully compliant with internal SOPs and Code of Conduct guidelines
- Lead **pre-launch, launch, and post-launch activities**, including positioning, messaging, promotional material development, field force enablement, and launch performance reviews
- Monitor brand and launch performance through KPIs, market analytics, and customer feedback; proactively adjust strategies to optimize outcomes across the MTA cluster
- Manage brand and launch budgets and forecasts with a focus on efficiency, impact, and return on investment

#### Customer & Market Insights

- Engage with HCPs and KOLs to generate actionable insights that inform **launch positioning, value propositions, and go-to-market strategies** for Morocco, Tunisia, and Algeria
- Tailor launch and in-market messages according to patient segment needs, addressing clinical priorities, disease burden, and treatment pathways across MTA
- Build strategic partnerships with key institutions and stakeholders to support **successful product adoption and launch penetration**

#### Cross-Functional Collaboration & Launch Readiness

- Collaborate closely with Medical Affairs, Market Access, Regulatory, Sales, Supply Chain, and Global Marketing to ensure **launch readiness and flawless execution**
- Lead Integrated Brand Planning and **Launch Excellence processes**, ensuring alignment on timelines, objectives, risks, and mitigation plans
- Localize global and regional launch strategies and materials to reflect market dynamics, access conditions, and customer expectations across MTA

#### Key Performance Indicators

- Market share evolution, competitive positioning, and **new product launch performance**
- Quality and timeliness of launch execution and strategic/tactical plans
- Compliance with internal, regulatory, and ethical standards
- Effectiveness of cross-functional collaboration and stakeholder engagement

#### Minimum Requirements

##### Experience

- Minimum of 4 years of hands-on experience in pharmaceutical marketing, with a proven track record in **leading or supporting successful product launches** and brand lifecycle management in innovative or specialty therapies
- Experience leading cross-functional teams and managing complex launch projects in matrix environments

##### Skills

- Strategic marketing, **launch excellence**, and lifecycle management expertise
- Strong analytical, forecasting, and decision-making capabilities
- Digital fluency and omnichannel campaign execution
- Influencing, negotiation, and stakeholder management skills
- Agility, resilience, and operational excellence

##### Knowledge

- Deep understanding of the healthcare ecosystem, product launch pathways, therapeutic areas, and patient journeys
- Strong familiarity with regulatory frameworks, compliance standards, pricing, and market access considerations

**Languages**

- Fluency in English & French

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