

**Form, Job Description****JOB DESCRIPTION**

<b>DEPARTMENT:</b>	<b>Marketing</b>
<b>POSITION:</b>	<b>Sr. Brand Manager, OTC</b>
<b>POSITION REPORTS TO:</b>	<b>Director, Marketing</b>
<b>HR JOB CODE:</b>	<b>SBMOTC</b>
<b>FLSA STATUS:</b>	<b>Exempt</b>

**SUMMARY:**

The Sr. Brand Manager of OTC Marketing will be responsible for developing and implementing a comprehensive marketing plan for the Over-the-Counter (OTC) product/brand. He/she will align the product/brand strategy with the corporate and other brand strategies and execute it in order to achieve the agreed sales and profit goals for the business.

This position will interface heavily with internal departments such as HCP marketing, R&D, sales operations, clinical and regulatory, as well as with physicians, customers/patients/ consumers and external agencies.

**ESSENTIAL JOB DUTIES AND RESPONSIBILITIES:**

- Develop OTC product launch strategy, including distribution strategy.
- Lead development and implementation of OTC marketing plan including,
  - Competitive overview
  - Product positioning,
  - Targeting,
  - Advertising & Promotion,
  - Pricing,
  - Packaging,
  - Market research,
  - Product/portfolio innovation plan,
  - Clinical claims strategy,
  - Sales and customer education programs
  - Public relations.
- Ensure marketing strategies are in line with revenue and profitability objectives.
- Champion product commercialization activities across multiple internal and external groups, such as design, packaging and labeling, regulatory claims, product usability, branding, marketing campaigns (HCP and consumer) and sales force education.
- Align all marketing efforts with other brand and product lines.

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- Create strong and compelling messaging - using clinical data.
- Manage the product lifecycle - Identify, develop and execute improvements and updates to the existing product line, as well as identify new product innovation needs.
- Identify key customer insights for the franchise. Drive optimal utilization of market information and analyze to guide insights and decision-making. Understand market drivers, customer needs, trends and competitive landscape.
- Define user experience criteria.
- Lead cross-functional teams as needed.
- Establish an accurate forecasting model and analyze regularly to ensure appropriate performance expectations.
- Analyze and report on sales data and sales trends for all competitive products within the sleep category.
- Define and manage the OTC marketing budget to efficiently and effectively achieve sales and profit goals.
- Acquire and analyze feedback from KOLs, current and potential customers, market research and internal stakeholders.

**QUALIFICATIONS, ESSENTIAL SKILLS AND ABILITIES:**

- BA or BS degree required. MBA preferred.
- Requires 5-7 years of marketing experience, with at least 4 years marketing OTC healthcare products. Experience with Direct Response Marketing and/or Web-based selling a plus.
- Possess an in-depth knowledge of the OTC healthcare industry in general.
- Track record of successfully developing and commercializing OTC products with physician support and recommendation.
- Strategic thinker and ability to see big picture and understand strategic implications.
- Creative problem solver.
- Effective communicator with cross-functional partners and being a strong champion of the OTC business within the organization.
- Passionate advocate for customer needs.
- Strong analytical skills and good intuitive judgment.
- Strong combination of technical, medical and business understanding.
- Excellent verbal, written communication and presentation skills.
- Ability to travel 30-50% of time.
- Work additional and flexible hours beyond 40-hour work week; work and travel on weekends (i.e., conventions, meetings); & travel by plane.

Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Signature of Hiring Mgr: \_\_\_\_\_ Date: \_\_\_\_\_