

Senior Manager, Global Myopia Management

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Company: CooperCompanies

Location: Netherlands

Category: computer-and-mathematical

Job Summary

The Senior Manager, Global Myopia Management works closely with global and regional marketing and is responsible for the management and execution of global marketing initiatives for the ortho-k and specialty products. The Senior Manager will also participate in brand specific strategic planning initiatives as well as Myopia Management cross-product portfolio strategy and execution. This role requires forming strong partnerships and working collaboratively with in-region and in-country marketing personnel as well as cross functional groups including professional affairs, regulatory affairs, legal, R&D, finance, and marketing technology, supply chain, packaging, outside agencies, and other commercial stakeholders, including the sales organization.

Essential Functions & Accountabilities

Lead select global marketing activities that drive business for specialty/customized Myopia and Cornea Care products

Partner with regional marketing teams, lead markets, and cross functional stakeholders to develop and deploy tools and materials including claims, advertising creative, marketing collateral, and sales training and presentations

Provides region and country marketing teams with support to enable successful product/program launches in new markets

Provide planning and strategic input for key global and regional events, conferences, and

trade shows, in partnership with

Professional Affairs.

Evaluate marketing initiatives across the globe to determine effectiveness and make recommendations for improving and/or developing new programs.

Track programs, assets and collateral that are developed in each market and proactively share materials and best practices across markets and regions; work with Marcom team to monitor Digital Asset Manager to ensure content is up to date.

Work with PR firms and Marcom team to develop and execute a calendar of global public relations activities for ortho-K and specialty products and general Myopia Management, including securing cross-functional approval and alignment on press releases and other communications; co-manage activities of Marcom manager (in conjunction with the . team).

Facilitate monthly calls with regional leads to provide updates, discuss business needs, and align on global initiatives.

Leads competitive analysis, benchmarking, strategic responses and challenges, and communications toolkits.

Lead new product/business expansion initiatives

Work with Life Cycle Management, marketing operations and R&D teams to inform requirements for global new products, line extensions, and packaging changes or new package launches including reviewing and routing materials for approval.

Partner with Global and regional Professional Affairs to provide input into materials that support myopia management strategy and plans across the regions, including event execution, training, papers, and presentations.

Liaise with marketing technology group to provide input into digital tools including Brilliant Futures app and provider portal

Manage reporting and analytics to provide insight into success and health of the business

Responsible for working with global analytics to creating and issuing business and activity global scorecards.

Provides input into global research projects in conjunction with regions and the commercial strategy team.

Additional responsibilities:

Manage budget and associated review processes with finance team.

Support long-term strategic planning activities.

Work with Myopia Management Strategy to help integrate various Myopia initiatives.

Recruits, trains and develops subordinate staff, if any.

Qualifications

Knowledge, Skills and Experience:

5-10 years prior brand or product marketing experience required.

3-5 years prior global marketing experience preferred.

3-5 years experience in medical/med device or other government-regulated industry, in a B2B2C business model, preferred.

Vision care category experience a plus.

Strong influencing and relationship-building skills, with the ability to build respect and trust with colleagues from a variety of different cultures, professional disciplines, and backgrounds.

Self-starter; ability to work independently as well as within a team to achieve determined objectives.

Ability to prioritize and manage multiple concurrent projects with competing deadlines.

Proactive, driven, works with a sense of urgency to get things done.

Ability to navigate a complex, matrixed, multinational organization and chart paths in the face of ambiguity.

A sense of curiosity, the desire to continually learn and understand, and a willingness to respectfully examine and challenge the status quo if warranted.

Strong written, oral, and presentation skills required.

Strong qualitative and quantitative analytic skills required.

Proficiency with office software including Microsoft PowerPoint, Word, Excel, and Outlook.

Experience using and Salesforce Marketing Cloud would be an asset.

Work Environment:

Office based, with domestic & international travel approximately 15-20%, as needed

Education :

Bachelor's degree required, MBA/MS a plus.

Affirmative Action/Equal Opportunity Employer. Minority/Female/Disability/Veteran For . locations that require disclosure of compensation, the starting base pay for this role is between \$126,483.00 and \$180,690.00 and may include cost of living adjustments. The actual base pay includes many factors and is subject to change and modification in the future. This position may also be eligible for other types of compensation and benefits. #LI-AK1

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