



Ваш надійний помічник

Healthcare Professional (HCP) Content Manager

📍 Київ, 🕒 13 червня
2024

Компанія: [Сплендідсгор](https://jobs.ua/company/id/1636630) (<https://jobs.ua/company/id/1636630>) ([Всі вакансії](#))

Рубрики: [Медицина, фармацевтика](#)

Побажання до співробітника

Освіта:	повна вища
Досвід роботи:	від року
Графік роботи:	повний робочий день

Опис вакансії

Our client is an international pharmaceutical company, one of the world's leading pharmaceutical corporations. The company has been operating in Ukraine for over 25 years.

Now we are looking for a **Healthcare Professional (HCP) Content Manager** (located in Kyiv) to join the Central Eastern Europe (CEE) team. You will be responsible for leading the development and execution of a comprehensive HCP strategy and tactical plan for relevant brands/categories.

Your main responsibilities will be:

- Translation of brand strategies to HCP communication strategy for all CHC brands (doctors & pharmacists)
- Recommendation of touchpoints & tailored messages for specific targets
- Leading cooperation with external services (all year strategy/ content/ budget)
- Local cooperation with brand teams, medical teams, MCE team
- Support brand leads in translating HCP insights to consumer added value
- Identify Customer (HCP) 360 Engagement Strategy
- Creation of impactful branded/non-branded HCP content and campaigns with support of marketing and medical
- Close cooperation with global team & localization of global content

About you

- Minimum 3 years professional experience
- At least 1 years of work experience at similar position, with OTC / healthcare / pharma marketing agency
- Educational background in pharma/medicine / marketing will be a plus
- Proven work experience in creating content strategy for medical professionals
- Great knowledge of the information environment in which doctors and pharmacists work (services / websites/ conferences)
- Understanding HCP Journey, information needs, role and credibility of different touchpoints
- Ability to analyze reports / draw conclusions, and recommend actions based on them
- Executional excellence / aesthetic sense / ability to formulate powerful messages and synthesize knowledge
- Team spirit persuasiveness & influential skills, highly collaborative
- Fluency in Ukrainian and English

What company offers:

- An international work environment
- Contract of employment.
- An attractive package of benefits (medical and life insurance, corporate car, lunch allowance for office workers, etc.)
- Flexible home office policy, with a possibility to work up to 50% of time from home
- Employee Assistance Program (mental health support, legal and financial consulting).
- Gender neutral paid parental leave as well as volunteer days.

If you want to become a part of a big international company — send your **CV in English**.

Thanks for your attention and take care, please!

Контактна інформація

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