

Senior Brand Marketing Manager (Vaccines)

Senior Marketing Manager - Vaccines

Job Information

Recruiter

Michael Page

Hiring Company

Global biopharmaceutical company

Job ID

1486361

Industry

Pharmaceutical

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

12 million yen ~ 15 million yen

Work Hours

Monday - Friday (09:00 - 17:00)

Refreshed

July 17th, 2024 19:55

General Requirements

Career Level

Mid Career

Minimum English Level

Fluent

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

No permission to work in Japan required

Job Description

- Lead the commercial launch and strategy for a crucial new vaccine. Collaborate cross-functionally to drive marketing activities and engage with external stakeholders.

Client Details

- Our client is a leading global pharmaceutical company with a strong pipeline and widely used vaccines in Japan.
- They are committed to innovation and are recently planning to launch a groundbreaking RSV vaccine.

Description

- Develop and execute the RSV vaccine launch strategy.
- Leverage omni-channel tactics for commercial activities.
- Implement launch activities with internal resources and third-party partnerships.
- Monitor market trends, competitor activities, and legislative changes.
- Lead cross-functional discussions to align global, regional, and local strategies.
- Develop and manage revenue forecasts.
- Oversee promotional content and ensure compliance.
- Manage marketing budgets and timelines.
- Mentor and coach team members.
- Foster a collaborative and engaging workplace culture.
- Ensure adherence to company policies and regulatory guidelines.

Job Offer

- Being part of a groundbreaking vaccine launch.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Ed Marsden on +813 6832 8981.

Required Skills

- Bachelor's degree required.
 - Over 5 years of pharmaceutical marketing experience, preferably in vaccines.
 - Fluent in Japanese and English.
 - Strong strategic thinking, leadership, and project management skills.
 - Experience in managing cross-functional teams.
 - Proficient in analytic tools and translating insights into strategies.
 - Excellent presentation skills.
 - Agile and adaptable, fostering innovation and collaboration.
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Company Description

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