

Key Account Manager, Cardiovascular

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Company: The RFT Group

Location: Northern Ireland

Category: other-general

Key Account Manager, Cardiovascular Our client, a multinational Biopharmaceutical company, now seek a highly successful Key Account Manager (KAM) to help to continue to build the UK organisation in Northern Ireland and grow a product in cardiovascular disease that has blockbuster potential. This successful candidate will have full accountability for the Northern Ireland territory business. The KAM will be responsible for the design and implementation of the strategic key account plans and development of relationships with national key opinion leaders in order to drive the company's commercial agenda. This role will suit an entrepreneurial team player, who is commercially astute and thrives in an environment where they are empowered and fully accountable for the business. This role offers excellent development prospects, with an attractive salary and benefits scheme.

Responsibilities for Key Account Manager:

- Territory Management
- Demonstrate proactive and strong cross functional working with the dedicated Market Access team
- Take responsibility for successful formulary applications for company products, ensuring that they lead to optimised access in line with the company strategy and are achieved in a timely matter
- Identify what the local health economy guidance is and establish activity with key stakeholders to optimise product inclusion to the local market in line with company strategy
- Demonstrate success is working across the Local Health Economy, engaging with those customers who will make a difference for company products to reach patients
- Planning & Strategy
- Fully understand developments in the broad NHS and local issues, applying implications to the territory business plan and communicating to the wider team, so that all local activities are tailored as appropriate.
- Ensure all company resources (e.g. functions and omni-channel) are used

wherever appropriate and maximised to full potential • Demonstrate virtual engagement strategy success with customers in the absence of in person contact • Develop Key Account Business plans that deliver the brand strategy and that drive successful achievement of the territory key deliverables • Feedback to internal stakeholders of relevant competitor activity or local issues to ensure appropriate action can be taken Customers • Explore customer drivers and needs in order to assess fit with company's commercial objectives to identify opportunity for collaborative programmes that meet shared goals • Map key stakeholders and patient pathways in order to identify opportunities and potential risks • Identify, develop & mobilise KOLs and brand advocates within the healthcare environment, leading to access and uptake for our brand • Establish strong business relationships with all key customer groups (commissioners, payers and prescribers) to achieve peak sales • Demonstrate a history of high performing sales success Skills • Demonstrate an entrepreneurial mindset and the ability to quickly adapt in a changing environment as per the needs of the business • Demonstrate exceptional brand and disease area knowledge, together with strong customer, patient pathway and environmental insight across the NHS environment • Credibly present both clinical and commercial product features and information to differentiate and achieve product of choice status relevant to the customer/account • Demonstrate consistently outstanding interpersonal skills in a 1:1 and group environment, driving growth and delivering value to customers through customer focused brand solutions • Demonstrate the ability to embrace working with customers remotely as well as in person, being innovative in how you manage your approach to customer engagement demonstrating an innovative and entrepreneurial mindset

Requirements for Key Account Manager: • Qualification to Degree level – or equivalent • At least 5 years of strong evidence of KAM success in pharmaceuticals/healthcare • Knowledge and experience on cardio-metabolic market is preferred • Strong commercial acumen • Able to convey complex clinical information to influence decision making • ABPI qualification • Clean Driving licence

For further details, contact Larry on +353 1-2302400 / larry@rftgroup.ie

The RFT Group, BioPharmaceutical Division specialise exclusively in the recruitment of scientists, engineers and executives for the biotechnology, pharmaceutical and medical device sectors. www.rftgroup.ie Follow us on: Facebook, Linked-in, twitter

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