



**Be an  
inspiration.  
Be Bayer**

At Bayer we're visionaries, driven to solve the world's toughest challenges and striving for a world where 'Health for all, Hunger for none' is no longer a dream, but a real possibility. We're doing it with energy, curiosity, and sheer dedication, always learning from unique perspectives of those around us, expanding our thinking, growing our capabilities, and redefining 'impossible'. There are so many reasons to join us. But if you're hungry to build a varied and meaningful career in a community of brilliant and diverse minds to make a real difference, there's only one choice.

## **Customer Engagement Specialist for Nebido/Mirena (JO-2208-451)**

### **Role Purpose**

Responsible for company performance in defined territories for assigned brands and meeting/exceeding sales targets, through achieving Sales Excellence KPIs. Executing tailored HCPs Plans by applying Patient Focused Interactions standards to improve the long-term relationship with target customer groups.

### **Key Responsibilities and Tasks**

- // Responsible to achieve territory sales, growth, and market share targets for assigned brands
- // Arranging 1:1 scientific meetings as well as presenting to HCPs groups
- // Self-development with the latest clinical data, brand strategy and tactics, competitive landscape, and standard tools
- // Plan, orchestrate and execute customer multi-channel engagements in defined territories aligned to national MCCP and district strategy
- // Execute multichannel customer interactions, tailoring information based on HCPs needs and priorities and via HCPs channel preference to build trustful & long-term customer relationship by applying patient focused global standards (PFI)
- // Monitor and communicate competition activity to upper level to reflect market dynamics and potential
- // Continuously enrich the customer understanding by capturing in the SF CRM system and taking advantage of the technology and valuable data and insights
- // Digital savvy: Utilize the advantages of digital solutions to ensure holistic customer experience and satisfaction through data driven decisions

- // Leverages cross-functional collaboration to maximize customer experience
- // Contribute to design, update and implement tailored action plans for key customers in close collaboration with other involved functions (e.g. KAM, Brand Manager, MSL etc.)
- // Tracks performance through customer and business related KPIs
- // Provide input and communicate customer feedback to brand team for promotional campaigns
- // Reports on customer engagement activity and updated qualitative customer related information daily in the Customer Relationship Management (CRM) system
- // Must follow Local Compliance code, local laws and policies

### **Qualifications, Skills and Competencies**

- // University degree or comparable education in medicine, pharmaceuticals or similar (Caveat! Country specific requirements)
- // Experience in sales (preferable)
- // Strong digital mindset, capabilities, and confidence towards omnichannel usage
- // Strong ability to think economically and action accordingly
- // Willingness and ability to adapt quickly to changes
- // Very good relationship (networking) skills and the ability to organize yourself
- // High independence and intrinsic motivation
- // Willingness to work in a team

### **Be part of something bigger**

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**Application period:**  
16 August 2022 – 30 August 2022

**Position grade:**  
E13

**Employment type:**  
Permanent

**Location:**  
Isando, South Africa.

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**Contact us**

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 Science for a **betterLife**

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Bayer welcomes applications from all individuals, regardless of race, national origin, gender, age, physical characteristics, social origin, disability, union membership, religion, family status, pregnancy, sexual orientation, gender identity, gender expression or any unlawful criterion under applicable law. We are committed to treating all applicants fairly and avoiding discrimination.