



**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.

Pricing & Channel Insights Manager (JO-2301-645)

Role purpose

// Developing pricing strategies that allow brand value maximization with broad market access and desired reimbursement status. Adjusting the price strategy over a brand's lifetime in both directions: utilization of price increase opportunities and minimization of the economic risks from competitive brands and generic launches.

// Provide necessary support, data and insights to establish an effective and efficient pricing strategic planning for all countries in the Africa cluster.

// Manage all data and analyses on sales and channel insights and distribution business plans for all countries in the Africa cluster.

// Collaborate with stakeholders throughout the Crop Science division to build accurate pricing insights based on market information, trends and movements.

Key responsibilities and tasks

// Drive the development of pricing scenarios by assessing the outcome of pricing research studies.

// Lead the consolidation of various functional, market access- and brand-related perspectives into one economic oriented pricing policy.

// Ensure that price increase opportunities as well as actions to avoid commercial risks are pro-actively considered and support the implementation.

// Develop lifecycle management pricing strategies, create, and execute price defense strategies, evaluate price changes and support reactive and proactive pricing decisions.

// Provide discretionary MF (Market Funding) program analysis on a regular basis to Sales teams.

// Support pricing tracking app adoption on all launched countries by extracting and regularly distributing insights and data from the app.

// Support channel strategies such as Market Funding Programs, Incentive Programs, Agency Programs with data management and analytics.

// Lead the regular data collection and analyses for all channel related data, including inventory, sell-out, business plans.

Experience, Skills and Qualifications

// University degree

// At least 3 years of relevant experience Analytical skills.

// Fluent in English.

// Agricultural background, experience in the seed, crop protection and/or biotechnology industry is preferred.

// Good Microsoft Office (Power Point, Word, Teams) and advance Excel skills are a prerequisite
Intermediate level of English speaking.

Be a part of something bigger:

Link to apply: [Bayer Careers](#)

Advertising Period:
19 January – 2 February 2023

Position grade:
VS 1.2

Employment type:
Permanent

Location:
Isando – South Africa

//////////////// Science for a **better Life**

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.