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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.

## Business Development Second Brand & Trade Manager (Pharmacy & Wholesaler) (JO-2301-644)

### Role purpose

Job purpose: Is responsible for the development, implementation and management of trade policies and strategies with focus on key nucleus product portfolios including Second brands and in-licensed products. Further responsible for setting a regional second brand strategy, ensures implementation and supports countries in preparation, steering, and monitoring of policies.

### Key responsibilities and tasks

- // Development, implementation and management of trade policies and strategies
- // Develop a competitive Key Accounts (TKA) strategy which captures business, building opportunities within the Wholesaler, State, Pharmacy groups, Buying group, Private hospital group and Retail sector.
- // Seek value added opportunities within the PH market to identify 3<sup>rd</sup> party partners with therapeutic footprint in the territory and who will be able to market and sell our second brands including contractual obligations from inception to conclusion.
- // Identify and roll-out potential in-licensing opportunities
- // Set a regional second brand strategy, ensures implementation and supports countries in preparation, steering, and monitoring of targets.
- // Based on continuous analysis, identifies trading and business opportunities and defines / implements a rolling 12-month plan in strong collaboration with the markets.

- // Ensures implementation and management of trading policies defined for the company/division.
- // Provides guidance and support for countries in their negotiations with 3rd Party marketing partner for second brands.
- // Drives plan reviews with selected markets and drives full alignment and close collaboration with MACS (alignment with pricing strategies and policies).
- // The position incumbent ensures connection between marketing and sales departments and supports the joint work with distribution channels and Healthcare Professionals (HCPs).
- // Closely monitors trade flow across countries and collaborates closely with product supply to ensure market supply.
- // Establish portfolio Key Performance Indicators (KPI's) for approval steps and monitoring
- // Initiate and track the portfolio modifications to derive value-based portfolio optimization measures

### Working Relations

- // Country Division Head, Manager Business Operations in the Regions
- // Local Trade & Tender Manager
- // Nucleus Leads
- // Country Marketing, Sales, Access, Medical etc. functions
- // CAO, corporate country platform functions
- // Customer Service
- // Local health authorities and funds; Key Opinion Leaders and healthcare stakeholders
- // 3rd Party marketing partners for second brands
- // Potential in-license partners

## Experience, Skills and Qualifications

- // University degree, preferably masters
- // Minimum 6 years Marketing & Sales experience in the Pharmaceutical or Consumer Health sector
- // Leadership experience
- // Strong analytical skills
- // Strong communication and intercultural skills

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**Advertising Period:**  
24 January – 7 February 2023

**Position grade:**  
VS 1.3

**Employment type:**  
Permanent

**Location:**  
Isando, South Africa

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### Contact us

Telephone +27 11 921 5700

 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.

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