



Health care. Human care.

Product Manager (Ref: PM0922)

Rafarm, achieving dynamic growth since its foundation (1974), is a Greek interest pharmaceutical industry of multinational orientation -with innovative medicines, branded generics and total quality services – recognizable by all stakeholders in the field of Health Care. At the forefront of Greek pharmaceutical companies continues to strengthen and build on its already important role as a serious and recognized player in the international market.

The role main accountabilities will be the management of the existing product line, brand establishment and building as well new product launching, strategy for pipeline products and execution:

- Monitors market trends, patients' insights and competitors' activities to identify opportunities and key issues
- Contributes to the business translating brand strategies into brand positioning, brand plans and go-to-market strategies, in order to effectively support sales division
- Prepares and executes the Marketing Plan with all scientific and promotional activities included
- Ensures that the product supports the company's strategy and goals
- Operates in accordance and supports all compliance and operational company procedures

Experience & Qualification Standards:

- University degree (BA/ BSc), postgraduate degree, or MBA will be considered a plus
- 3 years working experience in a similar position, preferably in pharmaceutical industry (experience in CNS preferred)
- Excellent communication skills, strong verbal and written abilities in both Greek and English languages
- Good command of all MS Office application
- Knowledge of local healthcare regulations and market access
- Extensive experience in product launch or expansion
- High ability to manage multiple projects simultaneously

The Company offers: Competitive remuneration package along with challenging career development opportunities within an innovation orientated organization.

The candidates with the above qualifications can send their CVs to: hrdep@rafarm.gr