



BRAND MANAGER

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Erkenningsnummer
VG. 1690/BO B-AB10.018.

As a **Brand Manager**, you will be the driving force behind the marketing activities at national level to achieve the brand's ambition by delivering budgeted or above sales growth. You will be responsible for developing and implementing the marketing strategy in close collaboration with the Sales and Marketing lead. Your role will also encompass the operational execution of the marketing mix and tactics, including digital channel solutions, sales activities, and promotional materials.

KEY RESPONSIBILITIES

- Be the product, competitor, and market expert of the assigned brand.
- Drive the brand amongst office and field colleagues as well as external customers to ensure the Brand Plan delivers essential short-term growth and long-term brand success.
- Collaborate with the Sales and Marketing Lead to develop a tailored and successful local brand strategy aligned with the global strategic brand plans and local customer/market insights.
- (Co-)Lead the Business Action Plan (BAP), develop the 6-12-month tactical marketing plans as defined within the BAP, ensuring a cohesive approach across all customer touchpoints. Ensure proactive adaptation of the BAP in function of the continuously changing environment to maximize brand potential.
- Develop and tailor brand messages & tactical plans in line with the global brand strategy.
- Continuously seek to understand and embed customer and market insights into all brand activities by synthesizing qualitative and quantitative feedback available through various data sources and reports.
- Lead Task Force to gain both Sales & Medical understanding/Input when developing omni-channel promotional material.
- Embrace and amplify the full use of commercial/medical channels by developing impactful brand materials (digital/print) and activities through cross-functional collaboration.
- Organise/Coordinate campaign meetings; train sales representatives.
- Drive and align the brand team.
- Build and maintain a strong network in the field.
- Oversee the budget of the assigned brand(s).
- Comply with all external regulations and internal policies.

REQUIREMENTS

- Master's Degree in Scientific Field or related
- Languages: Trilingual English, French, Dutch
- Experience managing complex projects
- Proven brand management experience





- Plus: Understanding of the development and commercialization of pharmaceutical products in Belux
- Plus: Understanding of the Belgium and Luxembourg Healthcare environment
- Plus: Experience in Insight/Market Research & brand forecasting
- Plus: Experience of launching a product

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