

Our client is part of an international pharmaceutical group and is one of the leading generic manufacturers in Germany. For more than 20 years, our client has stood for the highest quality of pharmaceutical preparations and products, making an outstanding and worldwide contribution to the health of patients.

The focus is on prescription drugs in the fields of neurology/psychiatry, pain, HIV and oncology. Non-prescription medicines (OTC) are also offered for numerous indications.

As soon as possible we are looking for a talented:

## Product Manager Medical Cannabis (m/f/d)

(temporary contract for two years)

Standort: Augsburg  
Kennziffer: 26808

### Your tasks:

- Developing this new market and preparing marketing plans for the launch of the Medical Cannabis business of our client and its new products to the doctors/pharmacies
- Creating detailed marketing & sales plans and materials that will be used in the field and online with the focus on a strong branding and on differentiation from competition
- Setting up digital projects (e.g. webinar, webpages,) for the different stake holders as doctors, pharmacies, patients/care givers
- Expanding customer relationships as well as managing key opinion leader relations
- Setting up analytical tools to monitor and improve the performance of the brand, to find unmet market needs and potential differentiation points
- Observing and recording market and competitive developments and their realization in results
- Close cooperation with the field service team

### Your profile:

- You have several years of experience in marketing, brand management and can already demonstrate successes in generating prescriptions and sales of your brands
- You completed a university degree
- Knowledge in the segments of original medicines, OTC, OTX, herbal medicines, homeopathy products, preferably with launch experience
- High affinity for digital marketing
- Fluent in German and strong language skills in English
- You are a strong communicator, assertive and conclusion-oriented in negotiations
- You also like to set yourself ambitious goals and achieve them
- You are working with management by objectives and have strong analytical skills

Seit 2003 vermittelt Optares Medical erfolgreich Fach- und Führungskräfte an Unternehmen der pharmazeutischen, biotechnologischen und medizintechnischen Industrie. Dabei profitieren Sie als Kandidat (m/w/d) durch unsere langjährige Branchenexpertise und unser weit reichendes Netzwerk zu den jeweiligen Entscheidungsträgern. Wir ermöglichen Ihnen somit den Zugang zu passgenauen Positionen inklusive echten Herausforderungen und entsprechenden Weiterentwicklungsmöglichkeiten.

Die professionelle, diskrete und transparente Betreuung unserer Kandidaten (m/w/d) während des gesamten Bewerbungsprozesses steht dabei für uns im Mittelpunkt.

### Ihre Ansprechpartnerin

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Folgen Sie uns auf

