

MichaelPage

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## Marketing manager (New launch,Ultra-rare disease)

## Marketing Manager (Rare disease)

## 募集職種

## 人材紹介会社

マイケル・ページ・インターナショナル・ジャパン株式会社

## 求人ID

1559461

## 業種

医薬品

## 雇用形態

正社員

## 勤務地

東京都 23区

## 給与

1400万円 ~ 1700万円

## 更新日

2025年09月24日 12:06

## 応募必要条件

## キャリアレベル

中途経験者レベル

## 英語レベル

日常会話レベル

## 日本語レベル

ネイティブ

## 最終学歴

大学卒：学士号

## 現在のビザ

日本での就労許可は必要ありません

## 募集要項

The Marketing Manager will drive the marketing strategy and drive execution.

This is a hybrid role, combining responsibilities of both Brand Manager and Key Account Manager.

## Client Details

This role is with a European Bioventure within the Pharma industry. Known for its innovative approach, the company is committed to advancing medicine in rare disease and Oncology.

## Description

## Marketing &amp; Brand Management

\* Lead the strategic planning and execution of marketing initiatives for new product ensuring alignment with global and local objectives.

\* Develop product positioning, messaging, and campaigns tailored to the ultrarare disease community.

\* Monitor market trends, competitor activity, and clinical developments in FOP to inform strategic decisions.

### **Key Account Management (KAM)**

\* Build and maintain relationships with healthcare professionals, hospitals, and payers specializing in FOP and ultra-rare disorders.

\* Collaborate with cross-functional teams to achieve commercial objectives and optimize patient access.

\* Support account-specific strategies and advocacy efforts.

### **Patient Advocacy & Engagement**

\* Partner with patient organizations and advocacy groups to understand needs and improve patient support programs.

\* Develop educational materials and community initiatives to raise awareness and empower patients.

\* Ensure patient perspectives are integrated into marketing and commercial strategies.

### **Job Offer**

- Exiting chance to work on new launch
- Great career progression
- The chance to work in Tokyo, a vibrant city with global business opportunities.
- Be part of a small-sized organization dedicated to innovation in the Pharma industry.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Nalisala Karnnganunvichit on +81 3 6832 8650.

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### **スキル・資格**

A successful Marketing Manager should have:

- A strong background in marketing/area marketing, KAM in rare disease
- Experience in managing product launches and developing go-to-market strategies.
- Proficiency in market research and data analysis to guide decision-making.
- Excellent communication and collaboration skills.
- A results-driven mindset with a focus on achieving measurable outcomes.
- A solid understanding of marketing tools and digital platforms.
- Fluency in English; Japanese language skills are a plus.

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### **会社説明**

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