

JOB DETAILS:

Job Title	Commercial Manager
Reports to (Title of Line Manager)	Group CEO
Department	Sales & Marketing
Job Level	Head of Department
Workstation	Namanve Industrial Park.

JOB PURPOSE.

The Commercial Manager plays a key role in driving the commercial success of the company by overseeing sales, marketing, and business development strategies. This position requires a strategic thinker with strong leadership skills, market insights, and a proven track record in the pharmaceutical & Healthcare industry.

KEY RESPONSIBILITIES

- 1. Sales Leadership:**
 - Develop and implement effective sales strategies to achieve revenue and market share targets.
 - Lead the sales team, providing guidance, motivation, and performance management.
 - Foster key customer relationships and partnerships to drive business growth.

- 2. Market Analysis and Intelligence:**
 - Conduct comprehensive market research and analysis to identify trends, opportunities, and potential threats.
 - Provide insights into market dynamics, competitor activities, and customer needs.
 - Utilize data-driven approaches to inform decision-making.

- 3. Business Development:**
 - Identify and evaluate new business opportunities, partnerships and market expansions.
 - Collaborate with cross-functional teams to drive new product launches and market penetration.
 - Develop and maintain a robust pipeline of potential business ventures.

4. Marketing Strategy:

- Develop and execute innovative marketing strategies to enhance brand visibility and market positioning.
- Oversee the creation of marketing materials, promotional campaigns, and product launches.
- Collaborate with the marketing team to ensure effective communication of product value propositions.

5. Customer Relationship Management:

- Cultivate and maintain strong relationships with key clients, distributors, and stakeholders.
- Address customer concerns promptly and proactively to ensure satisfaction.
- Develop and implement customer retention strategies.

6. Budget Management:

- Develop and manage the commercial budget, ensuring optimal allocation of resources.
- Monitor financial performance against targets and implement corrective actions when necessary.

7. Contract Negotiation and Management:

- Lead negotiations with clients, suppliers and other business partners.
- Draft, review, and manage commercial agreements, ensuring compliance with legal and regulatory requirements.

8. Team Leadership:

- Recruit, train and lead a high-performing commercial team.
- Foster a collaborative and results-driven team culture.
- Provide coaching and mentorship to team members for professional development.

QUALIFICATIONS AND EXPERIENCE.

- Bachelor's degree in Business Administration, Marketing or a related field. MBA is a plus.
- Proven track record of at least 8 years experience in commercial management within the pharmaceutical manufacturing & Healthcare industry and at least 3 years at Head of department level.
- In-depth understanding of pharmaceutical products, market dynamics and regulatory requirements in the East African region.
- Strong leadership and team management skills.
- Exceptional analytical, negotiation and strategic planning abilities.
- Excellent communication and interpersonal skills.

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