



2015 Philips Korea Recruiting

1. Job Title: Senior Clinical Marketer

2. Description

Sector	Personal Health
Job Title	Senior Clinical Marketer
Korean Title	Kwajang - Chajang
Function	Marketing
Location	Seoul, Korea
Role Summary	Lead and develop overall clinical marketing plan for Pain Management category for developing a growth platform to achieve sustainable biz results
Key Areas of Responsibilities	<ul style="list-style-type: none">• Clinical Marketing Management<ul style="list-style-type: none">- Drive clinical marketing strategy to grow Pain Management business- Develop and manage relationship with key opinion leaders and clinic/hospital in the pain management category- Initiate clinical studies and drive clinical endorsement• Brand building in professional field<ul style="list-style-type: none">- Plan & execute clinical marketing communication for on/offline- Provide the day-to-day guidance/support of PR and Media engagement• Market intelligence<ul style="list-style-type: none">- Conduct clinical research to gain professional insights for brand positioning- Be responsible for clinical approaches and new technology in the Pain Management category
Qualifications & Requirements	<ul style="list-style-type: none">• Bachelor's degree from an accredited university• Min. 7 years of proven track record in the area of consumer/professional marketing• Preferably background in healthcare product marketing and clinical marketing• Good acumen in financials and market insights• Excellent written and verbal communication skills in both Korean and English
Desired Characteristics	<ul style="list-style-type: none">• Competencies on market insights to gain competitive advantage and always focused on making a difference for our customers• Demonstration of ability to develop and implement key strategic initiatives• Strong interpersonal and leadership skills.• Inspire others through my behavior, being open, courageous, inclusive and committed to the difference we can make together• Self-disciplined to be highly effective at working on your own.• Find new ways to co-create and deliver meaningful innovation that matters to our customers• Strong commercial sense or experience in business development or in-depth consultation and be a change agent capable of influencing to growth opportunities at all organizational levels