



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