

Arsanne Consulting is a selection and recruitment company specialized in the healthcare industry.

Arsanne Consulting has a job opening for a PRODUCT MANAGER-DENTAL INDUSTRY for a Belgian Company active at international level.

LOCATION : BRUSSELS AREA (On site)

Job purpose & objectives:

The company located in Brussels is active in DENTAL care and looking for a dedicated PRODUCT MANAGER with a DIGITAL focus, who will be able to develop and implement the communication strategy.

The PRODUCT MANAGER will have to define the Product Strategy, develop the operational and tactical plan to address communication towards distributors, sales network and ON-LINE sales.

Tasks and responsibilities

Strategic Brand Planning

- Define Products strategic imperatives, propose strong operational (1-Year action plan with collection of inputs from market analysis)
- Diagnose and analyse market & competition; this includes the understanding of customers' needs, as well as the identification of key environment trends
- Ensure that Products features are translated into product benefits in the most impactful way

Product Plan Implementation

- Sales Network training & information (distributors & export)
- Presence at professional exhibitions in Belgium, France, Germany
 - Registrations, development of visuals, development of congress communication tools, appointment with providers & customers, contacts follow-up
- Development of marketing tools (suitcases, flyers, goodies, displays, booths...
- Management & follow-up of customers feed-back
- Stock Management
 - Product data sheet creation
 - Control & follow-up of legal information to be included in "product data sheet"
 - Control & follow-up of product margin

- Quality control
 - In collaboration with Quality Control department and the legal responsible of ISO process & approval, check of packaging & legal requirements to be observed
 - Regular meetings with production department for follow-up & quality checks
- Website development and update
 - Manage website visibility & traffic in collaboration with provider
 - Manage products update
 - Manage digital campaigns
 - Manage and stimulate social media communication
- Organize press conferences & ensure publication in specialized magazines
- Look for product development & alternatives
- Comply with pricing, quality, packaging, tracing
- Define & monitor marketing budget
 - Yearly presentation of marketing budget in line with action plan in collaboration with company management
 - Budget follow-up & monitoring

Required skills and competencies

- Strong affinity for **DIGITAL** communication
- Creative
- Effective **communication** and influence
- **Confident** and fluent presentation
- Highly **accountable** and takes responsibility
- Able to manage **budget**, forecasting and KPI tracking, leveraging strong analytical skills

Experience

- Knowledge & experience of **DENTAL** sector is an absolute Must
- Certificate in marketing, communication, including digital marketing
- Bilingual French/English (sufficient knowledge of Dutch is a plus)
- Knowledge of legal requirement of medical devices 2A is a plus

Offer

- A commercial function with a wide responsibility, where you can develop and realize your full potential
- A competitive salary package with extra-legal benefits.