

MEDICAL AND PHARMACEUTICAL CAREERS

Following are examples of positions available in the medical and pharmaceutical industries. Remember, these job descriptions are just examples and this is not a complete list of all positions available.

OVERVIEW OF POSITIONS

SALES

Medical Representative

- Calling on mainly General Practitioners but possibly also Pharmacies and some Specialists.
- Presenting information and benefits to ensure prescribing of a particular pharmaceutical medication.
- Some small group presentations may be involved.
- The position will involve regular travel out of town to attend conferences and sales meetings.

Hospital Representative

- Calling on Hospital Specialists, Medical Registrars and other medical staff possibly including Pharmacy, Purchasing and Product Evaluation Committees.
- This type of position normally involves developing close relationships with customers and providing detailed technical information on medications.
- Group presentations and educational sessions are also involved.
- One week's travel every three weeks is likely.

Product Specialist

- Responsible for the promotion of highly technical medical or pharmaceutical products.
- With medical products (equipment, instrumentation or consumables), this will include providing education, training, product demonstration and technical support to relevant specialised clients.
- Clients could include Hospital Specialists, Nursing Staff, Product Evaluation Committees and purchasing personnel.
- A high portion of these roles involve New Zealand-wide travel.

Scientific Sales

- Promotion of scientific equipment and consumables.
- Equipment may be instruments such as HPLC or PCA and will entail product demonstration and technical support to relevant specialised clients.
- Clients could include Research Scientists, Industrial Scientists, Production Personnel and General Laboratory Staff.

MARKETING

Marketing Assistant

- Working in a support role to a Product Manager or Marketing Manager.
- These positions may involve collection and analysis of sales data, providing support to the sales team and organisation of meetings.
- May also include liaison with external suppliers.

Product Manager

- Performing the marketing functions for products.
- Developing strategies, producing budgets, forecasts, designing of packaging, submitting proposals to regulatory bodies and working with Key Opinion Leaders in the industry.
- Will also include liaison with external suppliers.

CLINICAL

Regulatory Affairs

- Preparation of documents for submission to regulatory bodies for the registration of medicines.
- Working with Standard Operating Procedures to ensure the integrity of all data and documentation procedures.
- Possible liaison with Key Opinion Leaders and Medicines Control Government officials.

Clinical Trials

- Involved in drug trials being conducted.
- This role will involve liaising with medical professionals, collating and reviewing study results and possible recruitment of medical staff to assist in the trial.

Clinical Research Associate (CRA)

- This title is often used to describe a Clinical Trials and/or Regulatory Affairs role.

Medical Information

- This role is primarily a technical advisory role within companies.
- You will answer technical enquiries from medical professionals, Government Health Agencies, and patients along with colleagues within your organisation.
- You may also have responsibility for technical training of staff within the organisation.

Application Specialist

- In a medical supply company this position has a clinical focus.
- The role involves assisting the sales person by organising equipment used in trials, product demonstrations, training medical staff in correct use of equipment or organising trade displays of products.

PH +64 9 376 0842
FAX +64 9 376 0854
WEB www.synergyconsult.co.nz EMAIL info@synergyconsult.co.nz
14 Richmond Road, Ponsonby, PO Box 47352, Auckland, New Zealand



SALES SUPPORT

Customer Services

- A key support role involving mostly telephone contact with customers, handling product and order enquiries and data entry of orders via computer.
- Other responsibilities may include inventory monitoring of a specific product range, re-ordering of stock from overseas suppliers and assisting customers calling into the office.

Sales and/or Marketing Co-ordinator

- This role may also be called a Marketing Assistant but has a more sales support focus.
- May involve working with the sales representatives by providing sales support material, brochures or sales results analysis, and contact with the customers through solving problems, providing basic product information or training.

ADMINISTRATION

- A full range of administrative positions are available from Sole Charge Office Manager, Secretarial and Administration Assistant