

## MEDICAL & PHARMACEUTICAL CAREERS

### PHARMACEUTICAL

**Products:** Ethical pharmaceutical (requiring a prescription), Over the Counter (OTC or Pharmacist only), veterinary (animal health)

**Companies:** Multinational companies with head offices in NZ, Multinational companies with Sales office in NZ (H/O often in Australia), NZ owned research and manufacturing companies, NZ importers of generic medicines

#### SALES

##### Pharmacy Sales Representative (OTC Rep)

- Plan and manage your territory calling on Pharmacists to promote your company's products
- Attend Pharmacy related Trade Shows
- Monitor and analyse buying patterns and potential business opportunities

##### GP Sales Representative (Medical Rep, Territory Manager)

- 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.
- Will involve regular travel out of town as well as attending conferences and sales meetings.

##### Hospital Representative (Hospital Specialist)

- Calling on Hospital Specialists, Medical Registrars and other medical staff possibly including Pharmacy, Purchasing departments and Product Evaluation Committees.
- 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.

##### Sales Manager

- Lead and motivate the sales team to maximise results
- Participate in the development of promotional strategies and tactical plans
- Monitor and report sales and expense performance against budget

##### Customer Services Representative

- Often outsourced to third party distributors.
- Logistics role involving telephone contact with customers, handling basic product and order enquiries and data entry of orders via computer.

##### Sales Support

- Provide sales support material, brochures or sales results analysis to assist Sales Reps
- Booking flights and accommodation for Sales Reps
- Coordinating company sales conferences, seminars, etc for the Sales and Marketing teams.

### MARKETING

#### Marketing Associate

- Support role to a Product Manager or Marketing Manager.
- May involve collection and analysis of sales data, providing support to the sales team and organisation of meetings.

#### Product Manager (Brand 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

#### Marketing Manager

- Marketing a clinical range of products
- Involved in strategic planning, sales forecasts, budgets and inventory management
- Develop Key opinion leader relationships
- PHARMAC negotiations

### REGULATORY

#### Regulatory Affairs Associate

- Assist Regulatory Affairs Manager with Regulatory projects and maintain database

#### Regulatory Affairs Manager

- Evaluation and preparation of documents for submission to NZ regulatory bodies for the registration of new and/or changed medicines.
- Controlled drugs licensing and stock control
- Quality Assurance on labelling and marketing communications
- Evaluating manufacturing dossiers to ensure compliance with NZ regulations
- Responding to customer complaints

#### Clinical Research Associate

- Identify and qualify clinical trial sites
- Recruit and train medical staff to assist in the trial
- Collate and review study results and documents
- Monitor study to ensure compliance protocols

#### Medical Information

- Technical advisory role within companies.
- Answer technical enquiries from medical professionals, Government Health Agencies, and patients along with colleagues
- Technical training of staff within the organisation.

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## MEDICAL DEVICES

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**Products:** Can include consumables e.g. gloves, bandages, surgical instruments, surgical implants/ devices, capital equipment, biomedical products

**Companies:** Multinational companies with head offices in NZ, Multinational companies with H/O in Australia, NZ Distributors of various agencies.

### SALES

#### Sales Associate

- Entry level sales role working with Territory Manager.
- Co-ordination of stocks, liaison with customers

#### Clinical Nurse Educator

- Educate hospital professionals/surgeons and other health related institutions such as medical schools or Technical Institutes
- Support Sales Team by providing educational sessions on key products and attending conferences

#### Application Specialist

- Assist the sales person by organising equipment trials, product demonstrations, training staff in correct use of equipment or organising trade displays of products

#### Sales Representative

- Promotion and sales of products to designated Hospitals/ Clinics/ Surgeons
- Territory Management to plan visits and call cycles

#### Product Specialist (Product Manager)

- Promotion of a specific medical product line
- Providing education, training, product demonstration and technical support to clients.
- Clients could include Hospital Specialists, Nursing Staff, Product Evaluation Committees and purchasing personnel.
- Identify business opportunities through tenders, cross-selling and competitor activity etc.

#### Sales Manager (Business Unit/ Sales & Marketing/ Country Manager)

- Oversee all NZ business operations
- Manage the NZ sales and marketing functions
- Maintain strategic business relationships
- Liaise with off shore head office

#### Customer Services Representative

- Logistics support role involving mostly telephone contact with customers, handling product and order enquiries via phone, email and fax, order data entry.
- Can also involve Sales Support duties as below in addition to general office and reception duties.

#### Marketing Assistant/ Sales Support

- Assisting sales representatives by providing sales support material, brochures or sales results analysis
- Assist with coordinating company sales conferences, seminars, etc for the Product Specialists.
- Overseeing company website updates and sometimes working with WAND for regulatory searches

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## SCIENTIFIC

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**Products:** Scientific consumables such as test tubes, pipettes; instrumentation; analytical machines e.g. HPLC, GCMS etc

**Companies:** NZ based global company, NZ owned distributor

### SALES

#### Application Specialist

- Assist the sales person by organising equipment trials, product demonstrations, training staff in correct use of equipment or organising trade displays of products

#### Technical Sales Representative

- Promotion, demonstration and support of scientific equipment and consumables.
- Clients could include Research Scientists, Industrial Scientists, Production Personnel and General Laboratory Staff.

#### Customer Services Representative

- Logistics support role involving mostly telephone contact with customers, handling product and order enquiries and data entry of orders via computer.

#### Marketing Assistant/ Sales Support

- Provide sales support material, brochures or sales results analysis to assist the Sales Reps
- Assist with coordinating company sales conferences, seminars, etc for the Product Specialists.

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## PHARMACY

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**Products:** Consumer goods, Natural Health, OTC (Over the Counter)

**Companies:** Pharmacy wholesalers, NZ manufacturers

#### Key Account Manager

- Responsible for managing a key account relationship and joint business partnerships
- Develop sales strategies for the customer
- Manage promotional activities

#### Brand 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

#### Sales Manager

- Lead and motivate the sales team to maximise results
- Participate in the development of promotional strategies and tactical plans
- Monitor and report sales and expense performance against budget

#### Customer Services Representative

- Often outsourced to a third party distributor
- Logistics role involving telephone contact with customers, handling basic product and order enquiries and data entry of orders via computer.

#### Marketing/Sales Support

- Provide sales support material, brochures or sales results analysis to assist Sales Reps
- Admin relating to Banner Group pharmacy accounts, including pricing, sales reports, coordinating promo activities.