



Atlantic Therapeutics is a growing organisation with an exciting new product that changes people's lives. We are building a team of people with the belief, passion and expertise to make our business a success and positively influence our customer's quality of life. Our vision is to enable millions of people each year to restore pelvic health, and thereby restore their control, confidence and active lifestyle.

**Job Title**                      **Trade Commercial and Marketing Manager**

Using commercial and marketing expertise, you will drive growth by assisting in the identification and conversion of strong commercially aligned partners, supporting them through the onboarding process and beyond. You will guide and influence the multi-channel marketing and promotional activity of these partners to design, develop and encourage brand advocacy and ensure alignment of customer marketing and advertising activity with the Atlantic Therapeutics brands in order to grow sales.

**Reporting to:**                      Liz Hughes, VP of Trade Sales and dotted line to Susanne Judd, VP of Marketing

**What's important:**

Excellent knowledge and expertise in growing sales by supporting customers who are active using TV home shopping channels and web-based activity to drive sales.

An understanding of medical device sales.

A growth orientated mentality, with commercial acumen and a passionate desire to deliver results.

Solution orientated, collaborative, able to interact, and the ability to influence internal and external customers.

A dynamic team player who works with the highest level of integrity.

Fluency in multiple European languages ideally to include English, Spanish and Italian.

Significant travel (approximately 50%) required to visit and support customers.

**The day to day:**

- Responsibility for inventory forecasting and sales achievement of targeted markets
- Major focus of activity will be on opening new strategically identified geographies
- Working with the VP of Trade Sales and the VP of Marketing to take ownership and accountability for developing and communicating a clear 12 month+ Trade Marketing Strategy aligned with the brand strategy and guidelines
- Liaise closely with Strategic Planning and Project Management team to deliver strategic entry into new markets and to ensure effective conversion of key accounts.
- Work closely with marketing and product managers to implement and align strategies on product launches, promotions and campaigns; providing inspiring launch communication within markets
- Responsibility for monitoring, testing, tracking and reporting on sales and activity performance of targeted customers through effective data analysis and insight interpretation and use this insight to develop effective ways for the business / brand to engage with them.
- Strong collaboration with the customer and internal sales teams to cultivate and develop and/or localise creative programs / content that includes message development, driving brand awareness, the creation and development of marketing materials where existing material is not available to ensure product sell through, and ensure activation, roll out and fit with customer processes using stakeholder collaboration.

[www.atlantictherapeutics.com](http://www.atlantictherapeutics.com)

[www.myinnovo.com](http://www.myinnovo.com)

[www.linkedin.com/company/atlantic-therapeutics](http://www.linkedin.com/company/atlantic-therapeutics)



- Manage all relationships across international markets / all trade customers including distributors, wholesalers, TV shopping channels, and retailers supporting them through their promotional activity.
- Support medical channels; hospital and prescription, in geographies where this is a route to market through the development of strategies and activities to support Health Care Professionals, education, training and activation also including market congress/conference attendance
- Educate customers and their sales teams on technical aspects of the product range.
- Work with customers sales teams to ensure successful delivery of agreed programmes ensuring brand alignment.
- Oversee pricing strategy and any agreed customer promotional programs, working closely with internal teams (Trade and Direct sales) to ensure alignment.
- Develop and work within a sales and promotion budget that delivers against the strategy, with responsibility for budget management and budget reporting.
- Manage external agencies and content providers to deliver required effective collateral.
- Proactively share trade customer feedback to the Global Product Manager.
- Reporting on data and industry trends relating to trade categories.

**Where you've come from:**

You will have a third level degree in Business or Marketing with significant successful experience in Trade marketing, ideally within the consumer healthcare industry.

**Who you are:**

Experience in Trade marketing, particularly working with TV shopping and online customers.

Strong commercial outlook and an ability to drive revenue growth through both marketing and face to face sales activity.

Experienced in Agency management.

An understanding of medical device sales.

Commercially and analytically minded.

Energetic, organised, business driven approach.

Excellent written and verbal communication skills.

Team player with good interpersonal skills.

Strong project management skills.

Attention to detail.

Results orientated and a self-starter with the ability to work on own initiative.

Advanced Microsoft Office and reporting tool skills.

**How you work:**

We have created a list of competencies that are required at different levels, for every role within our Company:



**COMPETENCY**

Communication  
Interpersonal skills  
Adaptability/Flexibility  
Accomplishments/Results Orientation  
Attention to Detail  
Analytical  
Customer Service Orientation  
Sales Orientation  
Decision Making, Problem Solving & Judgement  
Initiative & Innovation  
Leadership  
Planning & Organisation  
Pressure Tolerance & Resilience  
Supervising & Developing Others  
Teamwork/Working with Others

**ADVANCED/INTERMEDIATE/BASIC**

Advanced  
Advanced  
Intermediate  
Advanced  
Advanced  
Intermediate  
Advanced  
Advanced  
Advanced  
Intermediate  
Intermediate  
Intermediate  
Advanced  
Intermediate  
Intermediate  
Advanced