




AFRIKA KOMMT! 2022-2024

An Initiative of German Industry for Future Leaders from Africa

Candidate Profile: Marketing Manager Pharma (m/f/d)

Company:	Boehringer Ingelheim Pharma GmbH & Co. KG	
Education:	<ul style="list-style-type: none"> • Bachelor's degree or higher in business economics or natural science 	
Professional Experience:	<ul style="list-style-type: none"> • Professional experience in (digital) marketing, ideally in pharma marketing • Experience in and good understanding of multichannel marketing • Excellent project management skills • Intercultural competence, open collaboration and experience in working in cross-functional teams 	
Additional Qualifications:	<ul style="list-style-type: none"> • Excellent communication skills • Fluent business-English speaking and writing skills are required • German language skills preferable • Proficiency in using Microsoft Word, Excel, Powerpoint, with an ability to quickly learn to use new digital tools 	
Division / Department, Place:	Human Pharma Germany, General Medicine, Marketing Department Ingelheim am Rhein	
Assignment / Area of Activity:	As Marketing Manager Pharma, you will be an integral part of our Brand Management team for the therapeutic area of Typ-2-Diabetes, cronic Heartfailure and cronic Kidney Diseases. You will actively contribute to the success of our dedicated Brand at Boehringer Ingelheim, Humam Pharma Germany.	
Remarks:	Your contribution: <ul style="list-style-type: none"> • Execution of the brand strategy and brand plan based on thorough understanding of customer needs and market dynamics • Development of brand messages, concepts and communications in close collaboration with medical affairs and further stakeholders • Working closely with healthcare professionals to create a deep market and therapy understanding and to deliver customer-centric solutions • Development and implementation of digital measure and tools that deliver added value to our customers • Collaborate closely with colleagues from all departments 	
Preferred Nationality:	n/s	