

UK

Position: Export Manager for Meridian Bioscience Europe

Location: Based in UK, commutable to North London

Role:

This position reports to the Director of Sales and Marketing. The position is suited to a candidate with a higher degree in a Biomedical Science with a minimum of 2 years sales experience of managing distributors in the medical diagnostics field. The candidate should also have an appreciation of marketing.

The role will involve developing and implementing the sales and marketing strategy and tactical plans to drive distributor revenues across Europe, The Middle East, Africa and parts of Asia ("The territory").

Hours:

40 office hours per week, Monday - Friday. Due to the nature of the position and travel requirements, flexibility is required in working hours as well as occasional weekend travel for foreign trade-shows and distributor visits.

Salary Range:

To be agreed, dependent on experience

Principal Duties:

- Together with the Director of Sales and Marketing (DSM), develop and implement sales and marketing strategy and technical plans for the Meridian Bioscience product range in the Territory. This involves positioning, market channels, pricing/promotions, new products launch, sales support of current portfolio and field activities.
- Responsible for being the main point of contact for day-to-day business support for the territories distributors' network for Meridian Bioscience Europe
- Deliver a high level of support and personal service to the network by developing and maintaining excellent business relationships with distributors to ensure that Meridian Bioscience are represented effectively.
- Together with the DSM, analyse market trends and sales data on a regular basis to identify trends within product groups, analyse individual distributor sales performance and proposed activities to remedy deviations.
- Provide prompt and pro-active sales and technical support to distributors and customers within the territory. Secure strategically important sales with customers via joint visits with the distributors sales personnel, or with technical presentations as required.
- Develop strong knowledge of Meridian Biosciences' products and services to become skilled at presenting and selling them to the distributor network.
- Establish and maintain updated information of the marketplace, customer insights and detailed knowledge of competitor products, competitors marketing activities and prices, and introduction of competing products in the territory in order to represent Meridian Bioscience products more effectively.
- Represent and promote Meridian Bioscience at trade shows, conferences and other local meetings as decided in conjunction with the DSM.

- Collaborate with the distributors to create timed and measured promotions (mail-shots, e-mailers) and other product support literature to increase sales and awareness of Meridian Bioscience in the various sales territories.
- Work with the Marketing Team to customise the training and sales aid materials to be used in the product training of the sales distributors. This may also include the preparation and delivery of external Seminars and Lectures for Bioline products.
- Manage and report the feedback on product performance to the Marketing Team, Product Development Group and Manufacturing, on the basis of consolidated information gained via interaction with Distributors and customers in the territory.
- Represent the Meridian Bioscience Europe Export business on cross-functional company business project teams to include custom products, new product launches, product development, product care and also any other teams where appropriate and agreed in conjunction with the DSM.

Mandatory Qualifications and Requirements:

- Minimum: BSc in Biomedical Sciences or related topic
- Minimum of 2 year's lab experience with proven knowledge and understanding of Medical Diagnostic Techniques
- Minimum of 4 years experience as a Sales Manager for a Medical Diagnostics Company and 2 years in distribution management
- Ability to work in an International team, collaborate with internal and external partners and communicate with people from different cultures
- Excellent and demonstrable command of written and spoken English. Proficient at communicating verbally and in written form
- Demonstrable technical competence to be able to understand and clearly discuss principles of experiments, techniques, and results
- Ability to execute sound judgement and analyse complex issues. Ability to solve problems and make decisions
- Ability to manage change and to influence change
- Skilled use of computers
- Full clean UK driving license

Desirable Qualifications:

- Further Scientific and/or Business qualifications
- Fluent in a second European language

Physical Requirements:

- Ability to manage and move up to 15Kgs of literature
- Comfortable travelling by air and to be away from the UK approximately 50% of time

Contact:

Telephone: +44 (0)20 8453 7970

Alternatively, email your CV and covering letter to our consolidated applications address: jobs@bioline.com

Non-Smokers preferred