

KVK Tech	Master Job Description		
	Revision:		

Department	Sales Support		
Job Title	Brand Sales and Marketing Associate	FLSA Status	Exempt
Role	N/A		
Sub Role (If any)	N/A		
Reports To	VP of Sales		

1. Role Purpose:

(Provide a brief summary of the primary purpose of this role)

The Brand Sales and Marketing Associate (BSMA) is responsible for engaging Health Care Professionals in telephone conversations to promote assigned client product, maximize the product’s selling potential and meet sales objectives. The BSMA achieves this by developing and maintaining relationships with HCPs and by educating them about product features, benefits, safety profile and approved indications to ensure appropriate patient use. The BSMA utilizes approved tools for product promotion and maintains a competent level of product, program and customer activity knowledge.

The BSMA also is responsible for planning and implementing marketing and advertising activities. The BSMA must understand the extensive details of marketing and are familiar with ways to analyze market research and customers' behavior. The BSMA will help collect data, forecast trends and assess customer satisfaction.

2. Key Duties & Responsibilities:

(Briefly describe the essential activities that are performed by this role including key duties/responsibilities. Each statement should start with a verb. Additionally, indicate how frequently it is performed)

- Manage daily sales call activity according to defined expectations, with the purpose of influencing customers and increasing product sales.
 - Promote KVK’s product(s) via the telephone (outbound and/or inbound calls) by engaging assigned HCP targets in in-depth product discussions to attain individual, territory and company goals for sales, market share, etc.
 - Profile and manage targeted list of HCPs and provide value-added benefits to grow product volume.
 - Create and implement business plans to achieve territory and business sales goals.
 - Maintain call productivity and metrics that are required by KVK.

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<ul style="list-style-type: none"> ○ Mailing of physical promotional items ● Effectively and persuasively communicate with customers using effective selling, listening and negotiation skills, proper terminology and approved messaging, and effectively use approved promotional aids. ● Maintain thorough knowledge of KVK's products. ● Verify and complete required data entry in CRM system, such as details of the target's responses, product orders, and any follow-through actions. ● Listen and respond appropriately to customer needs and questions. ● Create and maintain a positive impression with customers. ● Prepare reports for management as needed. ● Fully comply with all laws, regulations and KVK's Health Policies, Code of Conduct, all privacy and data guidelines and relevant state and federal laws and regulations. ● Participate in teleconference and live (when required) National, regional and district meetings and training sessions and represent KVK at National and/or local conventions when applicable. ● Build and maintain solid partnerships with key customers. ● Balance company objectives and customer satisfaction; substantiate key business decisions by providing business insight, analysis and recommendations in support of market trends and customer demands. ● Project sales volumes based on customer and market demands. ● Work with customers and internal departments to enhance compliance, ensuring effective/efficient pull-through ● Work with graphic designer on marketing materials or trade show materials. ● Select products and accessories to be displayed at regional trade shows. ● Identify trade shows in the region where exposure would gain advantages for the company and increase sales. ● Maintain an accurate record of past campaign results to determine the most effective marketing approaches. ● Analyzing market trends, sales and marketing metrics to identify ways to improve sales and marketing efforts ● Develop and implement marketing plans ● Conduct market research to establish customer trends and habits ● Promote brand awareness through marketing efforts ● Utilize social media platforms to garner customer interest and create brand awareness. ● Coordinate and participate in trade shows, working with Customer Service for pre-show preparation; reports and show materials for exhibit and customer meetings. ● Comply with FDA guidelines/Company Policies of Data Integrity

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3. Typical Supervisory Responsibility:

(Identify any responsibilities the role has for supervising others)

N/A

4. Education & Experience:

(Describe the education required for this role, including specifications, if any. If equivalent experience or knowledge can be substituted for the educational requirements, A combination of Education and experience shall be taken into account.)

Education Requirement	Specialization (If any)
BS/MS in Business or Science preferred	N/A
N/A	N/A

Experience Requirement

(Describe the experience required for this role. Identify the type of experience, number of years, and any additional comments on the experience and education requirements for the role. Also, include any geography specific requirement that differs from the experience.)

N/A	
Number of Years (Minimum to Maximum)	N/A

5. Technical competencies/ Certifications/ Licenses:

(Briefly describe the required competencies such as, skill, ability, knowledge an individual must possess to perform the role. Also, identify any certification or licenses required to perform the role.)

Technical competencies	<ul style="list-style-type: none"> Individual must take ownership and demonstrate flexibility by being able to processes work independently or in a team environment, prioritize responsibilities and manage multiple tasks Individual should possess in-depth understanding of national pharmaceutical industry trends This position requires working effectively with others and good communication skills (both verbal and written), in order to support internal communications and work effectively with customers to negotiate agreements and pricing The individual must have experience in sales and customer relations Flexible and responsive Outstanding administrative and organization skills; is detail-oriented self-starter; is able to independently
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	<p>prioritize and multitask; follows through consistently; demonstrates ownership through responsibility and accountability for end product; is proactive and persistent in job efforts; does not get frustrated with time limitations or high-pressure situations; works productively when under pressure</p> <ul style="list-style-type: none"> • Strong typing and proofreading skills; and the ability to produce typed documents quickly and accurately • Anticipates and meets the needs of executives, teams and administrative colleagues • Ability to work effectively in a fast paced, timeline-driven, extremely high-expectation environment; is flexible to occasionally work overtime on short notice • Takes initiative and exhibits resourcefulness in problem solving; experienced in working in a collaborative team environment • Maintains confidentiality at all times and exercises solid, dependable judgment and discretion • Displays effective communication skills, both oral and written (timely, clear, succinct); constructively delivers and receives feedback • Ability to address issues • Strong organizational and multi-tasking abilities • Demonstrates a high level of confidence, integrity and motivation • Proficient in Microsoft Office Suite (Word, Excel, Outlook, PowerPoint and Access)
Certifications	N/A
Licenses	N/A
Other	N/A

6. Physical demand and Work environment:

(Provide details regarding the physical demands and work environment that are essential to the role)

a. Physical demands:

While performing the duties of this job, the employee is required to walk, sit, and use hands to finger, handle or feel tools or controls, reach with hands and arms, balance, stoop, crouch, bend, talk and hear. The employee must lift and/or move up to 20 pounds. Specific vision

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abilities required by the job include close vision, distance vision, color vision, peripheral vision, and depth perception.

b. Work environment:

N/A