



**NAPP PHARMACEUTICALS LIMITED  
JOB DESCRIPTION**

JOB TITLE: <b>Account Manager</b>	COMPANY: <b>Napp Pharmaceuticals Ltd</b>
DEPARTMENT: <b>Primary Care Business Unit</b>	
RESPONSIBLE TO: <b>Area Business Manager</b>	DATE: <b>November 2015</b>

**A. BROAD PURPOSE OF JOB:**

In line with relevant Company priorities, create a positive environment and drive the uptake of Napp products by developing and maintaining key relationships with a wide range of customers who can support business growth across a designated geographical area.

Through environmental analysis, project management, stakeholder engagement and influencing skills, develop, implement and maintain the business plan with particular emphasis on key accounts that will ensure sales growth.

**B. SPECIFIC DUTIES AND RESPONSIBILITIES:**

1. Accountable for ensuring that sales targets are met in a designated geographical area by implementation of brand strategies eg. switch
2. Ability to adapt and successfully execute differing selling strategies and styles as defined by current asset
3. Maintain an in-depth understanding of the local customer environment and priorities and ensure Napp priorities and tactics are aligned accordingly
4. Routinely feedback any competitive or market intelligence to the Business Unit
5. Attend internal meetings as required to share best practice, discuss area business plans and understand the overall strategic and tactical requirements
6. Develop, maintain and implement high quality account plans that deliver locally brilliant tactics and demonstrate agility to changes in the local environment. Routinely utilise the available data to inform strategic and tactical planning
7. Recognise, develop and influence key stakeholders around the NHS in order to maximise business opportunities locally for Napp
8. Identify and continually engage with all levels within networks that influence local prescribing policy to positively impact upon these to grow and defend prescribing

9. Accountable for maximising local prescribing opportunities by selling to appropriate HCPs with urgency and ambition
10. Working collaboratively with team members and internal stakeholders throughout the organisation to maximise business opportunities e.g. TAPS
11. Accountable for investment and monitoring of promotional budget with constant consideration of ROI
12. Represent Napp in a professional, credible and trustworthy manner at all times
13. Responsible for ensuring a high level of product, disease area and competitor knowledge and display competence with both customers and all relevant validations
14. Fully understand and comply with relevant codes of practice including the ABPI code of practice, legislation, policies and procedures and minimum standards.
15. Ensure all necessary admin tasks are completed in a timely manner

### **C. PERSON SPECIFICATION**

1. Proven sales and account management ability
2. A strong level of analytical and evaluation skills.
3. Has an in-depth knowledge of NHS structure, the changing NHS environment and the local key priorities to ensure local excellence is achieved
4. Has experience of identifying, developing and leading key influencers across the NHS at area level and building effective relationships with these individuals
5. Has the ability to understand, discuss and disseminate relevant medical and scientific information appropriate to a broad spectrum of HCPs
6. Proven negotiation and influencing skills
7. Effective listening, written and verbal communication skills
8. Organisational awareness (knowledge of networks within the Company and how they can be utilised to achieve business goals)
9. Proven evidence of effective promotional budget management and delivery of ROI
10. Excellent team worker both within immediate team and further afield
11. Contribution to innovative but compliant account plans
12. Able to represent the Company at NHS forums
13. Proven ability to feedback within a team to deliver improved business results
14. Effective presentation skills
15. Effective organisational and administrative skills
16. Self-motivated, demonstrates initiative and a positive mindset
17. Carry out all duties in compliant manner
18. Ability to embrace change
19. Be ABPI qualified