



**NAPP PHARMACEUTICALS LIMITED
JOB DESCRIPTION**

JOB TITLE: Account Manager	DEPARTMENT: PCBU
RESPONSIBLE TO: Area Business Manager	LAST UPDATED: June 2019

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, across both primary and secondary care, who can support business growth across a designated geographical area. This includes working in partnership with internal stakeholders such as Healthcare Development Managers, Medical colleagues and the Area Business Manager, to drive formularies and guidelines within the CCGs in a particular geographical area.

Through environmental analysis, project management, stakeholder engagement and influencing skills, develop, implement and maintain your 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.
2. 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; in addition, feeding these environmental changes into the Business Unit through the correct channels.
4. Proactively 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 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. Maximise local prescribing opportunities by selling to appropriate Health Care Providers in innovative ways with urgency and ambition.
10. Working collaboratively with team members and internal stakeholders throughout the organisation to maximise business opportunities through internal or local bespoke projects.
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. Display a consistent and detailed knowledge of product, disease area and competitors with both customers and 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 administration tasks are completed to a high standard and on time

C. PERSON SPECIFICATION

- Proven sales and account management ability
- A strong level of analytical and evaluation skills
- An in-depth knowledge of NHS structure, the changing NHS environment and local key priorities
- Experience of identifying, developing and leading key influencers across the NHS at area level, and building effective relationships with these individuals
- Ability to understand, discuss and disseminate relevant medical and scientific information appropriate to a broad spectrum of HCPs
- Proven negotiation and influencing skills
- Effective listening, written and verbal communication skills, including presentation skills
- Organisational awareness (knowledge of networks within the Company and how they can be utilised to achieve business goals)
- Proven evidence of effective promotional budget management and delivery of ROI
- Excellent team worker both within immediate team and further afield
- Proven ability to feedback within a team to deliver improved business results
- Effective organisational and administrative skills with an understanding of the importance of compliance
- Self-motivated with a positive mindset
- Ability to embrace change
- ABPI qualified or willingness to undertake the qualification

Signature:

Date:

Print Name: