

# Job Framework:

Associate Director - Regional Social Marketing



## General Role Information

<b>Job Title:</b>	Associate Director – Regional Social Marketing
<b>Reporting to:</b>	Regional Director - Africa
<b>Salary Band:</b>	BG11
<b>Notice period:</b>	3 months
<b>Budget Responsibility?</b>	No
<b>Direct Reports?</b>	YES - 2
<b>Client facing role?</b>	No

## Introduction

**MSI Reproductive Choices is one of the world's leading providers of sexual and reproductive healthcare.**

We believe that everyone should have the right to choose. From contraception to safe abortion and life-saving post-abortion care, we are committed to delivering compassionate, affordable, high-quality services for all. Today, our organisation has over 9,000 team members working in 36 countries across the world. Our success lies in the fact that MSI teams are locally led, entrepreneurial, and results-driven, and are passionate about delivering high quality, client-centred care in their own communities. As a social business, we focus on sustainable delivery, efficiency, and funding models that are built to last so that the women and girls we serve today will have a choice in the future too.

In the countries where MSI operates, 500 million people currently use family planning. MSI has implemented approaches in these environments that have delivered contraceptive market growth by reaching the most vulnerable and shifting community sexual and reproductive health (SRH) norms. In 2023 we estimate that in the countries where MSI operates, more than 20% of the total demand for contraception was satisfied by services supported by MSI, contributing to increase in maternal contraceptive prevalence rate (mCPR).

There are around 121 million unintended pregnancies each year, with around 73 million, (61%), ending in abortion, irrespective of country income level or the legal status of abortion. An estimated 35 million abortions or 45% each year are unsafe, contributing to 5-13% of maternal mortality. Since 2000, we have provided 50 million women and girls with safe abortion services. And in some countries, MSI provides more than 50% of all safe abortions that take place.

We know that access to reproductive choice and safe abortion is life changing. For some, it can mean the ability to complete an education or start a career. For others, it means being able to look after the family they already have. For everyone, it means the freedom to decide their own future, creating a fairer, more equal world.

**Specifically for this role:**

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Social marketing is the selling of products for social good. MSI has a range of sexual reproductive health products that are sold to help both social impact and long-term MSI sustainability. This role operates within the Africa in-Market Excellence team, reporting to Regional Director.

## This Role

**Is accountable for delivering Africa social marketing business plan, working with country team members to embed sales and trade marketing best practice that results in the following measures of success.**

- Delivery of Africa Social Marketing Business Plan – Sales, Income to Cost, Margin and surplus
- Expansion of core product distribution (number of outlets stocking MSI products) in designated core countries in core channels
- Every designated country successfully tracking, using and reporting sales efficiency metrics
- Every designated core country successfully launching products on time to achieve sales targets (Volume, £Sales revenue, £sales margin, % margin)
- Every designated core country programme operating with a clear sales and marketing calendar of activities and a trade promotion/marketing activity plan that optimizes trade spend investment and maximises sales
- Every designated core country achieving in-outlet visibility targets and operating with channel “5P picture of success” for sales reps to be clearly directed on their work.
- Launching products on time and successfully to achieve business plan targets.

Reports to Regional Director. Two direct reports, i) Trade Marketing Manager/Specialist – Africa; ii) New launch specialist – Africa. These direct reports, also have indirect report to Head of Product Marketing and Trade Marketing.

There is a very high level of interaction and collaboration with Country Directors, Country Social Marketing leads, Regional team members (product, supply, finance)

It is a full-time role for 2 years, based out of a MSI core country where MSI has an operating entity. This role will require extensive travel to MSI Country Programmes in Africa, approx. 40% time.

## Key Responsibilities

- 1. Delivery of Africa Social Marketing Business Plan – Sales, Income to Cost, Margin and surplus.**
  - Work with Regional Director and Country Directors on strategic planning and analysis to set Africa business plans for sustainable growth and competitive advantage (anticipating trends, identify emerging markets, and address potential risks)
  - Work directly with mission countries to monitor financial performance, analyse deviations, and propose corrective actions to ensure achieve Business Plan
  - Provide sales inputs for the global S&OP process and support core, mission focused countries to run S&OP to optimise resource allocation, profitability, and cost-efficiency
  - Where required, lead cross-functional teams to provide innovative solutions and handle market challenges
- 2. Accountable for embedding best practices to expand sales and core product distribution (number of outlets stocking products) for Africa and specifically for mission countries.**

- Ensuring country and consolidated coverage & distribution status is presented to Regional Director, COO identifying risks and opportunities for product coverage & distribution
- Is the Sales Tracking expert, ensuring all Africa country teams are tracking and using sales efficiency KPIs and maximizing the power of the data collection tools, (especially SORT, which is MSI's sales tracking system). Where systems are to be implemented, lead on implementation training with relevant Information System colleagues to ensure rapid adoption, especially in mission countries.
- Coach mission country teams on how to best analyse and use market trends, competitor activities, and customer needs to identify new business opportunities
- Providing “hands-on” support to coach and train mission country sales teams in effective selling techniques. This involves analysing and determining what is needed for improving sales competencies; working with sales reps, field managers in the field; country social marketing channel leads, global social marketing, brand marketing and clinical colleagues; supply chain
- Collaborating with regional product lead to define future training requirements for sales training and ensuring fit for sales purpose. Supporting design and delivery of training and selling materials where required in mission countries.
- Support recruitment of sales people in country (as needed)

**3. Accountable for embedding sales & marketing best practices in Africa, with specific accountability for designated mission countries. All must operate with a clear sales and marketing calendar of activities that optimizes trade spend investment and maximises sales. Supervising TM Manager to deliver the same in “growth countries”**

- Providing “hands-on” support to country teams to build competencies to develop a strategic view that outlines and schedules all sales and marketing activities over a rolling 12month horizon that coordinates sales and marketing efforts and ensures alignment between sales and marketing teams.
- Working with global team to develop a promotional evaluation approach and simple tools, and then ensure countries develop and maintain a “promotional ROI library” to inform activities and maximise investments. The learnings from these evaluations to feed back into social marketing best practices and business planning guidance.

**4. Accountable for embedding product launch best practices in every designated mission country to ensure product launches are on time and achieve sales targets. Supervising TM Manager to deliver the same in “growth countries”**

- Collaborating, coaching country teams to embed usage of MSI's internal process and tools for successful product launches (Route to Market, sales calendars etc.)
- Reporting status and updating necessary information to support “Sales & Operating Planning” meetings; highlighting and escalating risks/opportunities as necessary.

**5. Every designated mission country achieving in-outlet visibility targets and supervising TM Manager to deliver the same in “growth countries”**

- Collaborating, coaching country teams to embed usage of MSI's internal process and tools such as “Picture of success”, product toolkits for achieving in-outlet visibility.

## Key Skills

To perform this role, it is essential that you have the following skills:

Overall, this role is highly demanding and requires a blend of sales “know-how”, strategic thinking, leadership skills, and a deep understanding of the African pharmaceutical market and its regulations. It

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demands outstanding coaching skills as this role manages by influence not direct control of country teams.

## SALES EXPERTISE

- **Sales management:** deep understanding of the complete sales process from prospecting to closing and the ability to optimise each stage of the sales cycle (steps of the call). Have deep and wide experience of working with different types of customers ranging from small independent drug sellers through to modern trade and a proven track record in identifying new customers and building business.
- **Has designed and implemented sales incentives schemes** for motivating and rewarding sales teams (commission based, contests etc).
- **Customer Engagement:** Skilled in building and maintaining strong customer relationships. Good appreciation how to tailor sales and engagement to different channels (wholesalers, distributors, direct sales teams etc).
- **Negotiation skills** High ability to handle objections, adapt to changing negotiation dynamics (active listening to understand the customer's concerns, needs, and underlying objections so can addressing their doubts effectively). Familiarity with various negotiation tactics.
- **Sales analytical skills:** very strong proficiency in tracking and analysing key sales performance indicators and using the data to make informed recommendations. Skilled in sales analytics tools and very familiar in sales KPIs. Able to coach country teams to analyse market trends; evaluate competitor activities to create successful sales strategies. **High excel, numerical and financial literacy.**
- **Route to market:** highly skilled in distribution and delivery in knowing which the best route is to get products to the right channels and select the most appropriate sales delivery approach (direct own sales team, indirect, wholesaler, distributor etc). Can adapt sales strategies according to the different approaches.
- **Trade investment strategies:** Ability to develop and implement trade investment strategies by analysing sales data; financial performance and calculating ROI based on different trade incentives and trade promotions. This proficiency is used to coach countries to set realistic trade investment targets and strategies to drive sales growth and maintain market share
- **Have successfully designed, recruited and trained sales people.** Using various methods to assess candidates (technical & behavioral interview questions, role-playing exercises, skills-based testing to assess job candidate abilities etc).

## *Ideally*

- **Proficiency in tailoring sales approaches to different customer segments and in the 5Ps** (product, price, promotion, point of sale, placement) and the elements of health professional education and detailing.
- **Good understanding of the SRH products.** This includes knowledge of product benefits, competitive advantages and have proven experience in discussing, selling & detailing medical information effectively with healthcare professionals.
- **Active engagement and experience in Sales & Operations Planning process**

## LEADERSHIP, COACHING, COMMUNICATION

- **Communication: excellent verbal and written communication skills;** ability to explain complex concepts clearly and concisely. Able to effectively communicate with customers, key stakeholders, senior managers, and sales team. This includes good presentation skills and use of powerpoint and other presentation software.
- **Excellent interpersonal skills:** strong relationship-building abilities; cultural sensitivity and adaptability; empathy and active listening skills.

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- **Leadership:** ability to manage and motivate a team to learn and adapt. Not afraid to challenge teams but also willing and able to provide high support. Able to motivate sales teams to want to sell well.
- **Training/coaching:** Can adapt sales training/coaching as needed, able to flex to ensure teams learn and grow. Understand products and selling arguments.

## Key Experience

To perform this role, it is **essential** that you have the following experience:

**Sales acumen:** Minimum of 7 years of experience in the pharmaceutical industry, preferably in roles such as Pharmaceutical Sales Representative, Medical Representative, or Product Trade Marketing Specialist. Plus, minimum 3 years as a sales manager (ideally 5 years) directly leading a sales team.

**Proven track record of achieving or exceeding sales targets in previous sales roles.** Deep, practical experience of sales processes, techniques. Demonstrated achievement of achieving sales targets and meeting sales KPIs.

**Sales KPIs and sales tracking** – have extensive experience with both sales tracking systems but also with more basic ways of capturing sales performance metrics. And how to use a wide range of sales KPIs to drive growth.

**Have led and run sales meetings with customers** – including national meetings, distributor meetings

**Trade marketing:** Have either led or worked as part of a team to develop **Trade marketing strategies & “5Ps”** [Price: Setting optimal prices to maximise volume/profitability; Product: Selecting right range for right channels; Point of sale and brand visibility: expertise in developing compelling point-of-sale materials, and creating brand standout; Placement: getting the products into right location in outlet; Promotion: all elements of trade investment and trade promotions elements of health professional education and detailing]

**New product launches** – have experience of in launching products and sales training for new product launches.

**Sales and marketing strategies:** have designed sales strategies, set sale priorities and worked with sales and marketing calendars to ensure alignment with marketing activities and integration with overall business strategy; set sales targets and forecasts; product development timelines.

**Problem solving:** wide experience in creating responses to sales challenges and have prepared responses to both real and anticipated responses.

**Sales & Operation Planning:** have participated in S&OP meetings, providing input on customer intelligence, sales trends, and anticipated demand fluctuations based on market conditions or promotions in order to ensure product availability and meet business plans.

Ideally,

- Relevant sales or training certifications (e.g., Certified Sales Professional, Certified Training Professional). Industry-specific certifications related to pharmaceuticals or healthcare
- 3 years in Trade Marketing role, in addition to sales experience.
- Has successfully negotiated and won institutional tenders; for pharmaceutical products in Africa

- Pharmaceutical Product Knowledge – have experience in learning about new types of drugs, including: mechanism of action; therapeutic uses; pharmacology expertise and regulatory compliance knowledge.
- Training/coaching expertise: have developed effective sales training curricula and materials and proficiency in various training delivery methods (in-person, virtual, e-learning) for sales teams

## Personal Attribute

We recruit talented, dynamic people with diverse backgrounds and experiences, all united by a belief in our mission and a focus on delivering measurable results. We're proud to be an equal opportunities employer and are committed to creating a fully inclusive workplace, where everyone feels able to participate and contribute meaningfully. You must be open-minded, curious, resilient, and solutions-oriented, and be committed to promoting equality and safeguarding the welfare of team members and clients alike.

For this role, we're looking for an individual who is:

- **Committed to MSI's mission and values;** Unwavering support for, and fully embrace our mission, vision and values to provide women and girls access to client centred contraception and safe abortion so they can achieve their goals and dreams.
- **Resilient, flexible, positive,** and enjoy a fast-paced, dynamic environment.
- **Enjoy accountability to deliver results- very comfortable with performance measurement and a performance-led culture**
- **Confident in speaking up and challenging the status quo.** Happy to stand up and speak for what believe in and when disagree with colleagues, and can respectfully, tell people your position, considering other people's point of view and present alternatives that addresses your concerns.
- **Resourceful and action orientated** –focused on doing what matters, ie. selling products with excellence to the channels and customers that matter most. Driven to achieve but recognise that taking people with you works best.
- **Curious about products** within our sector; excited to learn about how they work and want to identify features and benefits so can demonstrate and show teams they too, can sell with confidence. Very happy at showing and leading by example in role plays and being deeply knowledgeable about products.
- **Willingness to provide support** to different tasks large or small.
- **Actively seeking out feedback on own performance** (both results and behaviours) with a view to continuously learn and develop.
- **Flexible and able to travel up to 40% of the time, dependent upon projects and priorities**

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## Our Values

**Mission Driven:** With unwavering commitment, we exist to empower women and men to have children by choice not chance.

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**Client Centred:** We are dedicated to our clients and work tirelessly to deliver high-quality, high-impact services that meet their individual needs.

**Accountable:** We are accountable for our actions and focus on results, ensuring long term sustainability and increasing the impact of the Partnership.

**Courageous:** We recruit and nurture talented, passionate, and brave people who have the courage to push boundaries, make tough decisions and challenge others in line with our mission.

**Resilient:** In challenging situations, we work together and support each other, adapting and learning to find solutions, whatever we're up against.

**Inclusive:** We believe that diversity is a strength. We all play our part in creating a culture where every team member can thrive, feel valued and contribute meaningfully to our mission, and where all our clients feel welcome and supported.

By signing below, you indicate that you have read and agree to this job framework.

<b>Full Name:</b>	
<b>Signature:</b>	
<b>Date:</b>	

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