

# Job Framework:

Regional Trade Marketing Manager



## General Role Information

<b>Job Title:</b>	Regional Sales and Trade Marketing Manager
<b>Reporting to:</b>	Associate Director, Regional Social Marketing
<b>Salary Band:</b>	BG9
<b>Notice period:</b>	3months
<b>Budget Responsibility?</b>	No
<b>Direct Reports?</b>	No
<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 and so 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 Associate Director, Regional Social Marketing.

### This Role

Is responsible for **embedding sales and trade marketing best practices in “Growth countries”** that results in the following measures of success.

- **Expansion of core product distribution** (number of outlets stocking MSI products) in designated countries in core channels
- **Every designated country successfully tracking**, using and reporting sales efficiency metrics
- 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 and marketing spend investment** to maximise 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.
- Africa region **operates with promotional evaluation approach** maintaining a “Trade 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.

Reports directly to Associate Director – Africa Social Marketing with indirect report to Head of Product Marketing and Trade Marketing.

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

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

### Key Responsibilities

1. **Accountable for embedding best practices to expand sales and core product distribution** (number of outlets stocking products) for “**growth countries**”.
  - Ensuring country and consolidated coverage & distribution status is presented to Associate Director, identifying risks and opportunities for product coverage & distribution
  - Ensuring all “growth countries” 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, in growth countries.
  - Working with country teams to identify risks and opportunities for product coverage & distribution and building solutions to improve
2. **Accountable for embedding trade marketing best practices in “growth countries”**
  - **Sales & marketing calendar:** 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.
  - **Increase product visibility and availability:** Ensure products are prominently displayed and readily available in retail outlets. Working with country teams to identify risks and

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opportunities for visibility and using global solutions in addition to country building solutions to improve visibility. Feeding learnings back to global and region.

- **Optimise trade investments:** providing “hands-on” support to coach and train country sales teams in effective Trade Marketing & selling techniques to boost Return on Investment (ROI) such as allocating promotional funds across various channels, products, and customers to stimulate demand for both over-the-counter (OTC) and prescription (Rx) products. This includes determining optimal trade spend allocation to achieve business growth and identifying inefficient trade promotional activities, while protecting current successful brands.
3. **Develop and maintain a trade promotional evaluation approach and simple tools for the Africa region** to develop and maintain a “trade 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. **Gather insights on trade requirements specific to the region and use data to inform Trade Marketing, launch strategies and optimize global and regional performance**
- Track KPIs specific to the region and progress and performance to regional leadership, identify and mitigate risks
  - Implement improvements based on Trade Marketing initiatives and share best practices and learnings with the global, regional and country teams.

## Key Skills

**Trade Marketing Manager is responsible for supporting countries in making right strategic and tactical decisions that directly impact sales and brand performance. Ability to extract meaningful insights from data and translate them into effective strategies is critical for driving business growth and maintaining a competitive edge in the market. The level of analytical skill required is high.**

### TRADE MARKETING & SALES EXPERTISE

- **Sales:** good 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 worked with different types of customers ranging from small independent drug sellers through to modern trade.
- **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. **Extremely high excel, numerical and financial literacy** able to interpret different data sets, including sales trends, market data, and Health Professional feedback to make informed decisions and develop effective Trade Marketing strategies.
- **Trade marketing strategies & “5Ps” proficiency in tailoring sales approaches to different customer segments**
  - 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.

Ideally,

- 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:** Clear and persuasive communication, including the ability to present complex data in an understandable manner. Skilled in powerpoint and other presentation software.
- **Good interpersonal skills:** strong relationship-building abilities; cultural sensitivity and adaptability; empathy and active listening skills.
- **Training/coaching:** Can adapt sales training/coaching as needed, able to flex to ensure teams learn and grow. Understand products and selling arguments.
- **Strategic Thinking:** Ability to create actionable plans and prioritise tasks in fast paced, dynamic environments

## Key Experience

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

- **Sales acumen:** 5-10 years of experience in the healthcare /pharmaceutical industry, preferably in roles such as Pharmaceutical Sales Representative, Medical Representative. Must have worked for a period of time (minimum 3 years) in Trade marketing management.
- **Sales KPIs and sales tracking and sales analytics**– 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.
- **Trade investment:** Very experienced in setting trade terms and trade customer investment strategies that resulted in changed trade terms or new trade spend promotional strategies.
- **Trade marketing:** have solid experience in setting optimal prices to maximise volume/profitability; selecting right range for right channels; created Point of sale and brand visibility. Worked with sales and marketing calendars to ensure alignment with marketing activities and integration with overall business strategy; set sales targets and forecasts.
- **Market Knowledge:** Deep understanding of trade, competitive landscape in Africa.
- **Team leadership:** proven ability to lead cross-functional teams in delivering sales/trade marketing initiatives
- **Problem solving:** wide experience in creating responses to sales challenges

Ideally,

- New product launches – have experience of in launching products and sales training for new product launches.
- Relevant sales or training certifications (e.g., Certified Sales Professional, Certified Training Professional). Industry-specific certifications related to pharmaceuticals or healthcare

- **Pharmaceutical Product Knowledge** – have experience in learning about new types of drugs, including: mechanism of action; therapeutic uses; pharmacology expertise and regulatory compliance knowledge

### 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**

### Our Values

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

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

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**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.

**Full Name:**

**Signature:**

**Date:**

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