

Role Mandate

Job Title: OTC Business Development Executive
 Function /CFBU: OTC
 Dimensions of the Job: Responsible for administration and assisting in creating the RowlandsNumark OTC Commercial proposition including range recommendations, Promotions and merchandising
 Reports to: OTC Commercial Manager
 Location: Runcorn

Job Summary:

Reporting to the OTC Commercial Manager and working in conjunction with colleagues in Central Marketing and within and outside of the OTC Team
 The job holder will be responsible for assisting in the development maintenance and delivery of NumarkRowland's Commercial OTC proposition motion plan as well as ranging including range, promotions and merchandising.
 Advise and input on the promotional programme, along with OTC communications to members. Key metrics will include assisting to achieve gate fee, management fee and sales & membership participation targets. sales targets and promotional accuracy and success
 Complete Admin tasks to support the team

Responsibilities:

- Assist the OTC team in Delivering against revenue, EBIT, margin, gate fee and cost budgets for the OTC portfolio
- Assisting in the development and implementation planning and delivery of a compelling member OTC commercial proposition, working in conjunction with sales colleagues and from the Pharmacy Services business unit and members of the OTC team strong promotional plan to drive growth of OTC
- Working closely with OTC suppliers to assist in the development of a strong promotional OTC plan, increasing member loyalty (spend) to Phoenix Healthcare Distribution
- Track and monitor Commercial performance and supplier investment, identifying opportunities for improvement
- Help to improve the commercial capability of the Sales team in the understanding and application of OTC. Work with the Sales management team to ensure that they are sold consistency and effectively.
- Ensure the execution of high quality Commercial activities
- Represent Numark in manufacturer meetings, maintaining and developing an extensive network of contacts with key partners
- Support the OTC Team and Sales Team in delivering against the 2023 growth strategy.
- Complete admin tasks to support the team

Leadership

- Role model for the Company's values and behaviours that drive business performance, customer and quality excellence and engagement of our people

Key Experience, Knowledge, Skills & Qualifications:

Key Experience

- Commercial professional with Eexperience of the OTC sector and of establishing and managing an OTC portfolio
- Experience of developing and maintaining commercial promotional a strong commercial proposition s through working collaboratively with key internal and external stakeholders.
- Development and execution of promotional plans
- Strong administration experience Knowledge of the UK OTC market
- Experience of managing and delivering commercial investment plans and negotiating with supplier / manufacturers to secure funding.
- Experience creating value and establishing meaningful change.

Knowledge and skills

- In depth Kknowledge of the pharmacy sector and OTC supply chain.
- Strong commercial judgment, communication and negotiation skills.
- Realises goals while considering costs, benefits and risks.
- Motivated to continuously improve and achieve success.
- A network of contacts across the OTC sector.
- Ability to influence and collaborate
- Creative skills to input into the OTC range and promotional plan
- Excellent Excel skills

Qualifications

- Ideally graduate

Key Interfaces

CFBU Lead and Heads

- OTC Team
- Marketing Team PHD Group Marketing
- Numark sales team
- Middle Managers of Key OTC Suppliers and manufacturers

Drive Business Performance & Value Creation

Creates value through economic action and establishes meaningful changes

- has a profound and comprehensive knowledge of the target market and the business
- continuously develops the business and his/her performance
- realizes goals while considering costs, benefits and risks (goal and result orientation)
- shows commitment in achieving goals, even under difficulties
- searches for permanent solutions and takes responsibility for the results (solution orientation)
- has the ability and flexibility to recognize and promote business opportunities and need for change (Change Management)
- thinks and plans ahead in order to achieve long-term results-oriented growth of the PHOENIX group
- maximises efficiency and effectiveness
- realizes set objectives at due date, quickly delivers results

Dedicate Yourself to Customer Needs

Bases his/her behaviour on internal/external customer benefit and thus supports business success

- focuses on customer excellence, puts him-/herself in the position of the customer
- thinks the process back from the perspective of the customer
- gives priority to customer needs
- reacts quickly and appropriately to customer needs
- incorporates feedback in his/her decision-making processes
- aims at exceeding customer expectations
- actively contributes to build long-term and mutually beneficial customer relationships
- creates mutual trust by being reliable and fulfilling expectations
- meets the customer with respect and fairness
- anticipates customer needs and proactively develops solutions
 - encourages innovation and improvement

Business

Customer

Strive for Quality Excellence

Acts quality-conscious and continuously improves work Results

- has profound knowledge of his/ her own area of responsibility
- acts responsibly and ensures his/her own quality of work
- demands a high standard of quality of him-/herself and others
- supports a quality which prevents rework and waste (cost awareness)
- works accurately and in compliance with guidelines and best practices (high level of detail)
- learns from mistakes and avoids them in the future
- aims to continuously improve workflow, procedures and products (process improvement)
- continuously improves the performance levels of her/his organization, corrects insufficient work results
- openly addresses problems and develops (in dialogue with colleagues/ supervisor) appropriate solutions
- is strong in implementation and assertive

Quality

People

Lead and Engage

Achieves high performance levels through clear and open communication and an inspirational and appreciative interaction with others

- motivates him-/herself and others to excellence and continuous improvement
- communicates in a timely and precise way and encourages two way communication
- creates an appropriate framework where employees develop their full capability
- promotes team spirit and creates a sense of responsibility for mutual goals
- determines the direction of the team and ensures that goals and responsibilities within the team are clearly defined and monitored regularly
- actively promotes an organisation of diversity and cooperation (employee involvement)
- identifies and discusses emerging conflicts and supports to solve them
- acts in his/her function as a role model and conducts him-/herself with integrity and credibility
- makes quick and clear decisions, is decisive
- is honest, loyal and behaves in a responsible and respectful way (sense of responsibility)
- suits his/her actions to his/her words (walk the talk)
- embodies the values of the PHOENIX mission statement