



Job Description

- Company: HOLOGIC Japan
- Position: Marketing Manager, Diagnostics
- Report to: Sr. Manager, Diagnostics Marketing (Diagnostics BU Head)
- Location: Tokyo
- Salary: 前職でのサラリーと経験を考慮します
- Ideal Start Date: ASAP

Roles Overview

Evaluate market environments and translate information into marketing strategies. Work closely with sales team to drive the share and develop market with innovative diagnostic product line of Hologic.

Responsibilities

- Analyze the market and develop product strategies including product positioning, pricing and market communications.
- Manage and implement promotion plans in support of the product line strategy.
- Act as liaison with Hologic global functions to facilitate information sharing and coordination
- Develop product demand plan and supporting assumptions.
- Manage KOLs and other customers.
- Ensure marketing and customer requirements are incorporated into the product development process.
- Development of 3-5 year product strategies and tactics.

Business/Technical Skills, Knowledge, Abilities

- Strong ability to understand market trends, customer needs, and assess competitive intelligence data
- Strong communications skill, interpersonal skills and be able to work cross-function to achieve the goal
- Language: Business level English and Japanese
- BS and 10 year related experience or MS and 8-10 years related experience in diagnostic/pharma industry
- Molecular product experience or background is preferred