

Job Description

Company	HOLOGIC Japan
Position Title:(Bus Card Title)	BH Product Specialist
Job Level	Director/ Manager/ Associate/ <u>Specialist</u> / Assistant
Type of Employment:	<u>Fulltime</u> / Contract/ Temporary Staff
Department (in Japan Office)	BSH Solutions BU
Report to	BH Marketing Sr. Manager
Manage	None
Work Location	Tokyo, Japan
Division	(no entry)
Department	(no entry)

ROLE OVERVIEW: SUMMARY

- Understanding the Customer, Product Development, Requirements Analysis, Pricing, Planning, Competitive Analysis, Sales Planning, Inventory Control, Financial Planning and Strategy. This position has several different types of rolls, 1) BH sales reps support and training 2) support BH sales reps to develop documents(such as 仕様書), quotation, configuration for individual deals especially in case of tender, 3) work on out-bound marketing such as creating sales tolls, 4) co-work with sales manager on administration such as A/T (account targeting) list, install base list, application form, etc.
- This position also support KM and Philips sales team

RESPONSIBILITIES & ESSENTIAL DUTIES

- Develop event campaigns to generate product awareness and demand
- Plan product launch
- Liaise with advertising and public relations to promote product
- Conduct product presentations
- Develop sales tools and sales training material
- Supply sales with latest research and marketing information
- Implement marketing plan in conjunction with all departments
- Drive ongoing improvement in sales and profitability
- Educate the sales reps about product positioning and market segmentation to ensure a complete understanding of the product
- Monitor market trends and competitors' activities

- To build and maintain a strong relationship with customers to gain information on market trends, deepen customer understanding, and promote our business
- To support marketing activities, plan and implement the marketing strategy of the product group in Japan according to the overall product group strategy
- Determines customers' needs and desires by specifying the research needed to obtain market information.
- Create documents, such as 仕様書、技術仕様書、選定理由書、構成図、比較表 configuration and others.
- Recommends the nature and scope of present and future product lines by reviewing product specifications and requirements; appraising new product ideas and/or product or packaging changes.
- Assesses market competition by comparing the company's product to competitors' products.
- Provides source data for product line communications by defining product marketing communication objectives.
- Assesses product market data by calling on customers with field salespeople and evaluating sales call results.
- Provides information for management by preparing short-term and long-term product sales forecasts and special reports and analyses; answering questions and requests.
- Facilitates inventory turnover and product availability by reviewing and adjusting inventory levels and production schedules.
- Brings new products to market by analyzing proposed product requirements and product development programs; preparing return-on-investment analyses; establishing time schedules with engineering and manufacturing.
- Introduces and markets new products by developing time-integrated plans with sales, advertising, and production.
- Completes operational requirements by scheduling and assigning employees; following up on work results.
- Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
- Contributes to team effort by accomplishing related results as needed
- Other duties instructed from Marketing Senior Manager as appropriate

REQUIRED SKILLS, KNOWLEDGE, ABILITIES (SKAs)

- Has analytical skill
- Has communication skill
- Good execution skills especially as team player
- The ability to successfully develop long term relationships with key decision

makers and customers, especially KOL.

- Independent self-starter with positive attitude while having team player mind-set
- Flexibility with a strong work ethic and personal integrity based on a high value system
- Eligible to use Excel, PowerPoint, Word
- Fundamental marketing skill. Bachelor's degree or equivalent
- previous product management or related experience
- quantitative and business analysis skills
- knowledge of marketing principles and practices
- Experience in radiology industry.
- Experience of mammography is mandatory.
- The required skills, knowledge and abilities are typically acquired through a minimum of 5years of experience in the diagnostic manufacturing industry.
- Biography Requirements
- Experience in marketing or sales in the medical equipment industry a minimum 7years
- English: Business level or higher