

AH Marketing Specialist, Companion Animal - (Requisition 235467)

OUR COMPANY

At Boehringer Ingelheim we develop breakthrough therapies that improve the lives of both humans and animals. Founded in 1885 and family-owned ever since, Boehringer Ingelheim takes a long-term perspective. Now, we are powered by 52,000 employees globally who nurture a diverse, collaborative and inclusive culture. We believe that if we have talented and ambitious people who are passionate about innovation, there is no limit to what we can achieve.

THE POSITION

Develop and execute marketing plans of pet therapeutics for target audiences (vets and pet owners), to stimulate Pet business growth consistently.

Tasks & Responsibilities

- Collect, analyze and disseminate market information and provide market intelligence to direct formation of sales and marketing strategies and plans.
- Develop and execute media plan for different channels, such as mass media, digital media and social media to increase disease awareness and brand awareness and to achieve sales target.
- Plan and execute pet owner events, PR and charity activities to enhance the image of BIAH and product awareness.
- Execute specific activity and promotion, tailor-make marketing merchandising and POP advertising for different channel and KA to assist achieve sales target.
- Co-operate with technical team to develop and execute product launch event and organize conference of different vet associations to build brand awareness and maintain customer loyalty.

Requirements

- Bachelor's Degree, major in veterinarian medicine is preferred.
- Marketing awareness in AH industry.
- Excellent presentation, negotiation and skills with good competence in spoken and written English.
- Familiar with the operation of computer in MS-office, Excel and Power Point.

WHY BOEHRINGER INGELHEIM?

With us, you can grow, collaborate, innovate and improve lives. We offer challenging work in a respectful and friendly global working environment surrounded by a world of innovation driven mindsets and practices. In addition, learning and development for all employees is key, because your growth is our growth.

Want to learn more? Visit www.boehringer-ingelheim.com

READY TO CONTACT US?

Please contact our Recruiting Team: Serena Chen, TW: +886-225129552; serena.chen.ext@boehringer-ingelheim.com

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POSITION AREA

Marketing

POSITION LOCATION

(Taiwan, Taipei)

ORGANIZATION

TW – Boehringer Ingelheim Taiwan Ltd

SCHEDULE

Full time