

DIRECTOR OF STRATEGIC ACCOUNTS

DIVISION: Business Development
REPORTS TO: Head of Business Unit
LOCATION: Home based
HOURS: Full Time – 37.5hrs



The Role

The Director of Strategic Accounts, TMC (Business Development team) will work actively to develop new TMC business in the form of TMC sales revenue and maintain and cultivate existing TMC client relationships globally. A key part of this role is ensuring quarterly and annual sales targets are met.

Primary Responsibilities

- Planning and executing individual sales targets identified by management by selling TMC solutions to pharmaceutical companies globally (targeting big as well as mid to smaller size pharma)
- Updating CRM system (Salesforce) at a minimum once weekly but preferably in real time to ensure accurate forecasting and reporting of TMC business
- Update salesforce post-sale to ensure client invoicing is completed and accurate
- Actively developing new business through not only existing client leads but also through actively mapping and pursuing new pharmaceutical potential client contacts
- Responsibility for nurturing and maintaining client relationships with both existing and new clients, having a sense of client service. Ensure client feels confident you are involved in a project from start to finish by working closely with Project Management and Medical & Editorial teams at TMC as required to ensure project delivered
- Ensure TMC solutions are strategically matched with client needs, demonstrate firm understanding of client brands and lifecycle to match TMC solutions accordingly and in tandem with M&E recommendations
- Keep management, especially direct line manager abreast of any key business aspects in your territory (usually by discussion and review in a weekly or bi-weekly 1:1 meeting) and immediately flag any potential issues proactively to management concerning client relationships, proposals in development, etc.
- Have sense of when approval is needed from management such as for custom pricing, or custom adaptations of TMC solutions or when expedited timelines are required
- Collaborate successfully with other internal departments of TMM including but not limited to M&E, Project Management teams and other TMC colleagues involved in delivering TMC proposals and solutions
- Adhere to compliance norms both internally at TMC and when proposing TMC solutions to clients (and be closely aligned with ABPI code in actions and recommendations)



WHO WE ARE

Touch Medical Media Group Holdings Ltd. encompassing:

- **Touch Independent Medical Education Ltd.**
- **Touch Medical Communications Ltd.**
- **Touch Medical Media Services Ltd.**

develops multichannel educational resources for healthcare professionals with the objective of improving patient outcomes.



WHAT WE DO

Working alongside leading medical experts, societies and industry, our mission is to provide practical, expert opinion to support best practice amongst busy healthcare professionals (HCPs) globally, by translating complex data into easily digestible and timely updates. These resources are delivered in multiple formats and can be accessed via multiple platforms, allowing busy HCPs to enhance their knowledge and skills at a time and in a place that suits them

DIRECTOR OF STRATEGIC ACCOUNTS

DIVISION: Business Development
REPORTS TO: Head of Business Unit
LOCATION: Home based
HOURS: Full Time – 37.5hrs



Secondary Responsibilities

- Demonstrate familiarity with TMC competitors and TMC's position in the medical communications landscape, adjust sales proposals if needed
- Keep abreast of industry landscape and any changes that may affect ability to deliver sales targets and make recommendations on how to overcome
- Be able to recognize potential new growth areas for TMC and discuss with management as appropriate
- Keep up to date with ABPI and all company compliance policies
- Identify own developmental needs and work with management in putting appropriate development plans in place

Personal Specification

- BS degree and scientific background a plus
- Strong sense of personal responsibility, proactivity and ability to work to a target
- Previous sales experience and familiarity with sales tactics needed to develop new business (account mapping, familiarity with business development by email and phone or other methods), previous sales experience in a b2b sales setting for medical communications preferred
- Previous experience nurturing and maintaining client relationships (in a client services role) and in the medical communications landscape is preferred
- Willingness to travel
- Proficient in MS Office (Word, Excel, and PowerPoint), MS Project, email, and Internet, including G-Suite (and Salesforce preferred)
- Familiarity with ABPI code and compliance norms preferred
- Existing client pharma relationships a plus