

SURVEY JOB NUMBER 10.01

SURVEY JOB TITLE **HEAD OF SALES & MARKETING**

JOB PURPOSE

To be responsible for the sales and marketing of a range of products.

TYPICAL RESPONSIBILITIES

- To be responsible for the recommendation of sales and marketing policy for these products
- To be responsible for implementing the sales and marketing policies for these products
- To plan use of resources in medium and long-term to meet targets
- To manage sales and marketing staff
- To contribute to developing effective reward systems for sales staff
- To have overall responsibility for staff recruitment, deployment, development and training
- To determine sales and marketing budgets for areas of responsibility
- To monitor and report on budget spend

EDUCATION & EXPERIENCE

- Graduate level education
 - Extensive selling and management experience in medical/hospital equipment field
-

SURVEY JOB NUMBER 10.02

SURVEY JOB TITLE **UK SALES MANAGER**

JOB PURPOSE

To be responsible to the General Manager or Head of Sales & Marketing for the sales and marketing activities of the company.

TYPICAL RESPONSIBILITIES

- To devise and develop, and then ensure achievement of, sales plans and forecasts
- To be responsible for recruitment, training and development of the sales team
- To formulate, develop and interpret marketing and sales strategies
- To initiate proposals for new products
- To control expenditure within agreed budgets
- To develop business plans for current and future activities

EDUCATION & EXPERIENCE

- Graduate level education
- Extensive selling and management experience in medical/hospital equipment field

SURVEY JOB NUMBER 10.03

SURVEY JOB TITLE **DISTRICT SALES MANAGER**

JOB PURPOSE

To be responsible to the UK Sales Manager for the implementation of agreed sales plans through the effective management of trained salespersons.

TYPICAL RESPONSIBILITIES

- To meet or exceed sales forecasts
- To implement marketing/sales strategies
- To develop, train and motivate the sales team
- To provide management with feedback on market activities
- To control expenditure within defined budgets.
- To develop Regional Health Authority contacts

EDUCATION & EXPERIENCE

- Graduate level education or possibly "A" level
 - Extensive medical equipment sales experience
-

SURVEY JOB NUMBER 10.04

SURVEY JOB TITLE **KEY ACCOUNTS MANAGER**

JOB PURPOSE

To be responsible for maximising sales through designated national accounts.

TYPICAL RESPONSIBILITIES

- To propose and direct national accounts plans
- To establish, develop and maintain successful relationships with major customers
- To negotiate and implement pricing policy
- To recruit, train and retain staff involved in national account selling
- To liaise with the Marketing Department over national account selling and marketing
- This position may not have any direct reports. In some companies could be more of a business development role with two or three major accounts

EDUCATION & EXPERIENCE

- Graduate level education or possibly "A" level
- Extensive medical equipment sales experience

SURVEY JOB NUMBER 10.05

SURVEY JOB TITLE **SENIOR SALES REPRESENTATIVE**

JOB PURPOSE

To work under the guidance and supervision of the District Sales Manager to sell the company image and its products in a defined territory.

TYPICAL RESPONSIBILITIES

- To meet or exceed sales targets
- To train users in correct use of equipment
- To provide strong company image with customers
- To provide feedback on competitor products and market position
- Systematic and accurate completion of weekly, quarterly and other periodic reports
- To provide support to the District Sales Manager as needed
- May assist with training of less-experienced Representatives

EDUCATION & EXPERIENCE

- "A" level or equivalent
 - Likely to have had at least 4 years' selling experience, including detailed knowledge of territory
-

SURVEY JOB NUMBER 10.06

SURVEY JOB TITLE **REPRESENTATIVE**

JOB PURPOSE

To work under the guidance and supervision of the District Sales Manager to sell the company image and its products in a defined territory.

TYPICAL RESPONSIBILITIES

- To meet or exceed sales targets
- To train users in correct use of equipment
- To provide strong company image with customers
- To provide feedback on competitor products and market position
- Systematic and accurate completion of weekly, quarterly and other periodic reports

EDUCATION & EXPERIENCE

- "A" level or equivalent
- 2 years' selling experience, including detailed knowledge of territory

SURVEY JOB NUMBER

10.07

SURVEY JOB TITLE

PRODUCT MANAGER

JOB PURPOSE

To provide effective support for product sales by: strategic planning to maximise sales and profit expansion; identifying new product opportunities; designing creative promotional campaigns; critically analysing changes in the market place.

TYPICAL RESPONSIBILITIES

- To set and review realistic sales and profit budgets in conjunction with relevant departmental managers to ensure maximum profitability
- To design promotional campaigns within agreed budget limits
- To provide continuing professional support to all relevant company personnel involved in sustaining existing and launching new products
- To manage the organisation and to monitor forecasting of product sales within agreed targets
- To develop and maintain strong relationships with key customers, government and political opinion leaders in order to identify changing needs

EDUCATION & EXPERIENCE

- Degree or equivalent qualification
 - 2 years' product management experience
 - Sales background
-

SURVEY JOB NUMBER

10.08

SURVEY JOB TITLE

EXPORT SALES MANAGER

JOB PURPOSE

To be responsible for the sales and marketing of company products to allocated overseas markets.

TYPICAL RESPONSIBILITIES

- To be responsible for devising, developing and implementing sales plans for allocated markets
- To be responsible for ensuring that marketing plans are implemented
- To contribute to development of sales targets and to work towards meeting these targets
- To ensure that adequate technical support is provided to such markets
- To plan for sales to additional overseas markets where allocated
- To work through local agents, distributors, etc., as necessary
- To manage export sales budget

EDUCATION & EXPERIENCE

- Degree or equivalent qualification
- Extensive sales experience

SURVEY JOB NUMBER

10.09

SURVEY JOB TITLE

CLINICAL SUPPORT SPECIALIST

JOB PURPOSE

To be responsible, under the guidance and supervision of the UK Sales Manager, for providing clinical support to the sales, marketing and regulatory departments focused on enabling these departments to achieve their objectives.

TYPICAL RESPONSIBILITIES

- To support sales in recruiting potential customers, assessing needs and implementing strategic plans
- To plan clinical support in collaboration with sales to support existing and prospective customers
- To design, organise and implement all clinical training and clinical guidance and direction for all sales personnel
- To provide reports and feedback for clinical trials conducted with customers
- To respond to customer emergencies during working hours and operating an out of hours call system

EDUCATION & EXPERIENCE

- Theatre or Intensive Care Nursing experience
- Strong verbal and communications skills
- Organisational ability in a stand alone position

MEDICAL DEVICES SALARY SURVEY

SURVEY JOB NO

20.01

SURVEY JOB TITLE

TECHNICAL SERVICE MANAGER

ALTERNATIVE TITLE/S

CUSTOMER SERVICES MANAGER

JOB PURPOSE

To be responsible for customer satisfaction with equipment repairs in the company's workshop and on customers' premises and for achieving service profitability targets.

TYPICAL RESPONSIBILITIES

- To recruit, develop, train, motivate and evaluate a team of internal and external Engineers
- To plan, control and monitor the throughput of the technical service department
- To supervise the day to day activities of the department staff
- To interface with other company service facilities and engineering departments to provide technical assistance to overseas distributors
- To developing and monitor departmental expense budgets and service repair and contract revenue targets
- To interfacing with sales management to resolve customer issues

EDUCATION & EXPERIENCE

- Technical background in medical/electrical/electronic engineering
- Extensive experience in technical service, with some experience in a management capacity
- Ability to communicate effectively with customers/distributors

SURVEY JOB NUMBER

20.02

SURVEY JOB TITLE

FIELD SERVICE ENGINEER

JOB PURPOSE

To be responsible to the Technical Service Manager for technical support to customers and servicing of company products on customers' premises.

TYPICAL RESPONSIBILITIES

- To provide an on-site service to customers, i.e. installation, preventative maintenance, testing and repair for all or part of the company product range. At least 50% of time is spent on customers' premises
- To maintain inventory of individual customer equipment and positively reporting on associated matters or return of defective materials
- To maintain and be responsible for the safekeeping of tools and spare parts
- Systematic and accurate recording of company records
- To provide a strong company image

EDUCATION & EXPERIENCE

- HNC or equivalent in electrical or electronic engineering
- Practical knowledge of application problems and diagnostic skills
- Communication skills
- Ability to function under pressure with minimum supervision

SURVEY JOB NUMBER

30.01

SURVEY JOB TITLE

REGULATORY AFFAIRS MANAGER

JOB PURPOSE

To be responsible for company compliance with regulations made by government or other regulatory agencies. The work is primarily related to UK compliance but can extend to European and global regulations.

TYPICAL RESPONSIBILITIES

- To be responsible for establishing, developing and maintaining productive relationships with key decision makers within Government and other regulatory agencies.
- To be responsible for identifying evolving regulatory requirements and assessing their impact on company policies, procedures and processes on regulatory matters.
- To ensure that regulations are analysed and interpreted
- To make recommendations on compliance and to facilitate compliance by producing tools and procedures for management to use and follow
- To develop quick and effective response mechanisms for dealing with complaints and regulation violations within framework of company procedures.
- To be responsible for ensuring that notification of impending clinical investigations is timely and effective in conforming to relevant procedures and business systems.

EDUCATION & EXPERIENCE

- Degree, preferably in a scientific subject
- 5+ years' specialist regulatory affairs experience

SURVEY JOB NUMBER

30.02

SURVEY JOB TITLE

REGULATORY AFFAIRS OFFICER

JOB PURPOSE

To be responsible under the guidance and supervision of the Regulatory Affairs Manager (Europe) for company compliance with regulations made by government or other regulatory agencies. The work is primarily related to UK compliance but where applicable extends to European and global regulations.

TYPICAL RESPONSIBILITIES

- To establish, develop and maintain productive relationships with key decision makers within Government and other regulatory agencies
- To identify evolving regulatory requirements and assess their impact on company policies, procedures and processes on regulatory matters.
- To analyse and interpret applicable regulations and recommending compliance by management by producing tools and procedures to ensure compliance
- To ensure quick and effective response to complaints and regulation violations within framework of company procedures
- To ensure that notification of impending clinical investigations is timely and effective in conforming to relevant procedures and business systems

EDUCATION & EXPERIENCE

- Degree, preferably in a scientific subject
- 3 years' specialist regulatory affairs experience