



**Be an  
inspiration.  
Be Bayer**

At Bayer we're visionaries, driven to solve the world's toughest challenges and striving for a world where 'Health for all, Hunger for none' is no longer a dream, but a real possibility. We're doing it with energy, curiosity, and sheer dedication, always learning from unique perspectives of those around us, expanding our thinking, growing our capabilities, and redefining 'impossible'. There are so many reasons to join us. But if you're hungry to build a varied and meaningful career in a community of brilliant and diverse minds to make a real difference, there's only one choice.

## Customer Engagement Specialist (JO-2409-1084)

### Role purpose

- // Key point of contact between Bayer Pharmaceuticals and Healthcare Professionals in the Primary and Secondary Clinics and Hospitals in the State Sector, working strategically to increase Bayer product awareness and usage.
- // Explore opportunities and introduce new products if required with a clear focus on meeting patient's and customer's needs.

### Key responsibilities and tasks

- // Develop, agree, and implement strategic business plans to achieve and exceed sales targets.
- // Annual and Cycle route and call planning will be required to ensure customer reach of Primary and Secondary hospitals and clinics in a respective cycle.
- // Present Customer specific strategic business plans and value solutions to Provincial, District Heads, and District coordinators for buy in an approval to roll out Mirena insertion training to professional nurses and clinic sisters in primary and secondary family planning clinics in the respective territory.
- // Track and monitor stock levels of Mirena at the respective family planning clinics and state depots.
- // Liaise with relevant stakeholders to ensure that the clinic is equipped with the necessary instruments to

- facilitate successful Mirena insertions and create a good experience for the patient.
- // Establish and build long-term trustful relationships with relevant stakeholders and customers.
- // Identify and anticipate future customer needs and co-create solutions through mobilizing the right internal resources and stakeholders.
- // Use Bayer Strategies & Systems to maximise return on investment within the defined territory.
- // Pro-actively collect and communicate customer insights to respective Nucleis and provides input to Nucleis in co-creating solutions for customer's needs.
- // Utilize the advantages of digital channels to ensure holistic customer experience and satisfaction through data driven decisions.
- // Ensure early understanding, acceptance, and adoption of the designated brands by engaging with and influencing all relevant stakeholders.
- // Maintain a high degree of knowledge of the defined therapy areas and state sector policies.
- // Leverage cross-functional collaboration to maximize customer experience.
- // Contribute to design, update, and implement tailored action plans for key customers in close collaboration with other involved functions (e.g., Brand and Customer Lead, MACS, MSL etc.).
- // Track performance through customer and business related KPIs.
- // Provide input and communicate customer feedback to respective Nuclei for promotional campaigns.
- // Report on customer engagement activity and update qualitative customer related information daily

in the Customer Relationship Management (CRM) system, Veeva.

// Follow Local Compliance code, local laws and policies.

### Key Working Relations:

#### Internal

- // CDH
- // Sales Chapter Head
- // FLSM
- // State and Tender Manager
- // Sales Colleagues, Team members
- // Nuclei Core Team Members
- // Marketing Chapter colleagues
- // Medical Chapter colleagues
- // Market Access Chapter Colleagues
- // Finance Business Partner
- // HR Business Partner
- // Customer service & Logistics

#### External

- // All relevant stakeholders e.g., Provincial and District heads and coordinators
- // Administrative Support Staff
- // Depot staff
- // Pharmacists/Budget controllers
- // Related Health Care Professionals e.g., Doctors, Clinic Sisters, and Nurses

### Experience, Skills, and Qualifications

- // University degree, major in medical, pharmacy or nursing is essential Bachelor of Nursing Science or B. Sc in Nursing
- // Minimum of 3 years sales experience
- // Solid communication and presentation skills
- // Planning skills in managing a large territory

Must have a valid driver's license

- // As this is a field-based position, willingness to travel 60% - 70% of the time is required
- // Must be proficient in computer and system literacy
- // Innovative with a growth mindset
- // Customer focus
- // Strong business acumen, ability to negotiate and communicates effectively
- // Collaborative and able to work well cross-functionally
- // Computer Literate

### Attributes and Behaviors:

- // Innovative with a growth mindset
- // Strong Customer/Patient focus
- // Strong digital mindset, capabilities, and confidence towards omnichannel usage
- // Strong business acumen and the ability to think economically and action speedily
- // Creative, innovative with an enabling mindset
- // Ability to adapt quickly to changes in internal and external business environment
- // Excellent people and networking skills.
- // High independence and intrinsic motivation.
- // Embrace collaboration
- // Willing to work in cross functional teams and hold peers accountable
- // Act, learn quickly and continually evolve

### LIFE Attributes:

- // Play to Win
- // Collaborate and Connect
- // Create Value with the Customer
- // Be accountable.

### Be part of something bigger:

Link to apply: [Bayer Careers](#)

### Advertising Period:

23 September 2024 – 7 October 2024

### Position grade:

E13

### Employment type:

Permanent

### Location:

Western Cape

////////// Health for all, Hunger for none.

Bayer welcomes applications from all individuals, regardless of race, national origin, gender, age, physical characteristics, social origin, disability, union membership, religion, family status, pregnancy, sexual orientation, gender identity, gender expression or any unlawful criterion under applicable law. We are committed to treating all applicants fairly and avoiding discrimination.

