

# Job Framework:

Regional Product Launch Manager



## General Role Information

<b>Job Title:</b>	Regional Product Launch Manager - Africa
<b>Reporting to:</b>	Associate Director, Regional Social Marketing
<b>Salary Band:</b>	BG9
<b>Notice period:</b>	3months
<b>Budget Responsibility?</b>	No
<b>Direct Reports?</b>	No
<b>Client facing role?</b>	No

## Introduction

**MSI Reproductive Choices is one of the world's leading providers of sexual and reproductive healthcare.**

We believe that everyone should have the right to choose. From contraception to safe abortion and life-saving post-abortion care, we are committed to delivering compassionate, affordable, high-quality services for all. Today, our organisation has over 9,000 team members working in 36 countries across the world. Our success lies in the fact that MSI teams are locally led, entrepreneurial, and results-driven, and are passionate about delivering high quality, client-centred care in their own communities. As a social business, we focus on sustainable delivery, efficiency, and funding models that are built to last so that the women and girls we serve today will have a choice in the future too.

In the countries where MSI operates, 500 million people currently use family planning. MSI has implemented approaches in these environments that have delivered contraceptive market growth by reaching the most vulnerable and shifting community sexual and reproductive health (SRH) norms. In 2023 we estimate that in the countries where MSI operates, more than 20% of the total demand for contraception was satisfied by services supported by MSI, contributing to increase in maternal contraceptive prevalence rate (mCPR).

There are around 121 million unintended pregnancies each year, with around 73 million, (61%), ending in abortion, irrespective of country income level or the legal status of abortion. An estimated 35 million abortions or 45% each year are unsafe, contributing to 5-13% of maternal mortality. Since 2000, we have provided 50 million women and girls with safe abortion services. And in some countries, MSI provides more than 50% of all safe abortions that take place.

We know that access to reproductive choice and safe abortion is life changing. For some, it can mean the ability to complete an education or start a career. For others, it means being able to look after the family they already have. For everyone, it means the freedom to decide their own future, creating a fairer, more equal world.

**Specifically for this role:**

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Social marketing is the selling of products for social good and so MSI has a range of sexual reproductive health products that are sold to help both social impact and long-term MSI sustainability. In this role, the manager is responsible for taking the globally developed range products ( developed by the Head of Product & Trade Marketing) to the country teams and ensuring their successful launch. Additionally, identifying potential “locally” developed products and taking them to market.

This role operates within the Africa in-Market Excellence team, reporting to Associate Director – Regional Social Marketing.

### This Role

**Is accountable for ensuring successful new product launches (NPD) in Africa that results in the following measures of success.**

- **Achieve NPD sales targets** (Volume, £Sales revenue, £sales margin, % margin)
- **Launch Timeliness:** Adherence to planned schedules and milestones.
- **Distribution:** #, % new customers stocking products
- **Prescription Rates:** % and how frequently healthcare providers (HCPs) prescribe (a key indicator of adoption)
- **Key Opinion Leader (KOL) Engagement:** Assessing the involvement and endorsement of influential medical experts
- **Marketing investment and campaign effectiveness:** health care professional recommendation rates; Net Promoter Score (NPS); social media metrics (monitor views, engagement, reach, and click-through rates on social platforms)

Reports directly to Associate Director – Africa Social Marketing with indirect report to Head of Product Marketing and Trade Marketing.

There is a very high level of interaction and collaboration with Country Social Marketing leads, marketing, and supply plus Regional team members (product, supply, finance, Medical Development team and Regulatory)

It is a full-time role for 2 years, based out of a MSI core country where MSI has an operating entity. This role will require extensive travel to MSI Country Programmes in Africa, approx. 40% time.

### Key Responsibilities

- **Responsible for embedding GLOBAL product launch best practices in every designated country to ensure product launches are on time and achieve sales targets. This requires coaching country teams to:**
  - Using the global toolkits, develop and implement comprehensive product launch plans, set objectives and define strategies for the launch
  - Ensure all launch activities comply with regional regulations and guidelines
  - Effective management of cross-functional teams involved in the launch process

- Post-launch analysis: Gather user feedback and performance data to refine strategies for future launches and ensure fed back to country, regional and global leadership teams.
- **Collaborate with country teams to identify and develop and launch locally-led products, “Local Heroes”. This requires coaching teams in:**
  - Idea generation (Ideation and idea screening). Can evaluate ideas against business objectives; assess technical feasibility (ie know what a manufacture can do/not do and cost implications) and can estimate potential market size
  - Product specification definition (know how to write a technical specification)
  - Prototyping (can create product concept)
  - Initial design (design packaging)
  - Validation and testing
  - Create final financial projections. concept development
  - Strategic Planning: develop and execute comprehensive launch plans with timelines, milestones, and resource allocation.
- **Gather insights on customer needs and preferences specific to the region and use data to inform launch strategies and optimise global and regional performance**
  - Track key NPD performance indicators (KPIs) specific to the region and present launch progress and performance to regional leadership, identify and mitigate risks that could impact the regional launches
  - Implement improvements based on regional launch outcomes and share best practices and learnings with the global , regional and country teams.

## Key Skills

### NEW PRODUCT LAUNCHES

- **Strong skills in product launch process: fully conversant in the steps of product development** Idea generation (Ideation and idea screening). Can evaluate ideas against business objectives; assess technical feasibility, can estimate potential market size, product specification definition, Prototyping (can create product concept), initial design (design packaging), validation and testing, create final financial projections
- **Extremely strong in launch execution and strategic planning:** develop and execute comprehensive launch plans with timelines, milestones, and resource allocation.
- **Project Management:** Strong organisational abilities to manage timelines and deliverables across multiple teams
- **Market Knowledge:** Deep understanding of consumer needs, competitive landscape in Africa
- **In-depth understanding of regulatory processes, pharma ethics and clinical data interpretation** and in both consumer and scientific communication
- **Analytical Skills:** Proficiency in data analysis tools like Excel for post-launch performance evaluation

### LEADERSHIP, COACHING, COMMUNICATION

- **Communication:** Clear and persuasive communication, including the ability to present complex data in an understandable manner. Skilled in powerpoint and other presentation software.

- **Good interpersonal skills:** strong relationship-building abilities; cultural sensitivity and adaptability; empathy and active listening skills.
- **Training/coaching:** Can adapt sales training/coaching as needed, able to flex to ensure teams learn and grow. Understand features and benefits of products and able to create selling arguments.
- **Strategic Thinking:** Ability to create actionable plans and prioritise tasks in fast paced, dynamic environments

### Key Experience

- **Pharmaceutical / healthcare acumen:** 5-10 years in pharmaceutical industry marketing/product launch roles
- **Regulatory:** experience navigating complex regulatory environments
- **Pharmaceutical Product Knowledge** – have experience in learning about new types of drugs, including: mechanism of action; therapeutic uses; pharmacology expertise and regulatory compliance knowledge
- **New product launches:** Track record of successful pharmaceutical / consumer launches and of meeting aggressive launch timelines
- **Team leadership:** proven ability to lead cross-functional teams in delivering major products or services
- **Problem solving:** wide experience in creating responses to NPD and sales challenges

Ideally,

- Relevant sales, product marketing or training certifications (e.g., Certified Sales Professional, Certified Training Professional). Industry-specific certifications related to pharmaceuticals or healthcare
- Have worked and developed Trade Marketing strategies

### Personal Attribute

We recruit talented, dynamic people with diverse backgrounds and experiences, all united by a belief in our mission and a focus on delivering measurable results. We're proud to be an equal opportunities employer and are committed to creating a fully inclusive workplace, where everyone feels able to participate and contribute meaningfully. You must be open-minded, curious, resilient, and solutions-oriented, and be committed to promoting equality and safeguarding the welfare of team members and clients alike.

For this role, we're looking for an individual who is:

- **Committed to MSI's mission and values;** Unwavering support for, and, fully embrace our mission, vision and values to provide women and girls access to client centred contraception and safe abortion so they can achieve their goals and dreams.
- **Resilient, flexible, positive,** and enjoy a fast-paced, dynamic environment.

- **Enjoy accountability to deliver results- very comfortable with performance measurement and a performance-led culture**
- **Confident in speaking up and challenging the status quo.** Happy to stand up and speak for what believe in and when disagree with colleagues, and can respectfully, tell people your position, considering other people's point of view and present alternatives that addresses your concerns.
- **Resourceful and action orientated** –focused on doing what matters, ie. selling products with excellence to the channels and customers that matter most. Driven to achieve but recognise that taking people with you works best.
- **Curious about products** within our sector; excited to learn about how they work and want to identify features and benefits so can demonstrate and show teams they too, can sell with confidence. Very happy at showing and leading by example in role plays and being deeply knowledgeable about products.
- **Willingness to provide support** to different tasks large or small.
- **Actively seeking out feedback on own performance** (both results and behaviours) with a view to continuously learn and develop.
- **Flexible and able to travel up to 30% of the time, dependent upon projects**

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## Our Values

**Mission Driven:** With unwavering commitment, we exist to empower women and men to have children by choice not chance.

**Client Centred:** We are dedicated to our clients and work tirelessly to deliver high-quality, high-impact services that meet their individual needs.

**Accountable:** We are accountable for our actions and focus on results, ensuring long term sustainability and increasing the impact of the Partnership.

**Courageous:** We recruit and nurture talented, passionate, and brave people who have the courage to push boundaries, make tough decisions and challenge others in line with our mission.

**Resilient:** In challenging situations, we work together and support each other, adapting and learning to find solutions, whatever we're up against.

**Inclusive:** We believe that diversity is a strength. We all play our part in creating a culture where every team member can thrive, feel valued and contribute meaningfully to our mission, and where all our clients feel welcome and supported.

By signing below, you indicate that you have read and agree to this job framework.

**Full Name:**

**Signature:**

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