



Napp Pharmaceutical Group Job Description



JOB TITLE: Scientific Advisor - Respiratory	SECTION:
DEPARTMENT: Medical Information	COMPANY: NPL
RESPONSIBLE TO: Head of Medical Information	DATE: February 2009

A. BROAD PURPOSE OF JOB:

1. The role of the Scientific Advisor is to work at the interface between Medical Information, Medical, Sales and Marketing to scientifically develop each brand to its full potential

B: SPECIFIC DUTIES & RESPONSIBILITIES:

1. To work closely with Medical, Sales and Marketing, and the brand teams to develop the brands to their full potential and to ensure Medical Information becomes recognised as a crucial and positive player in the development and implementation of product brand plans
2. Provide support and training to the sales force
3. Ensuring that all relevant scientific data is accurately analysed and is used to achieve commercial potential
4. Provide analyses and reviews of products, therapy areas and competitor products; making recommendations to strategically support Napp products
5. Working with Marketing to ensure medical accuracy of promotional materials in line with the ABPI Code of Practice, including reviewing and approving job bags
6. Review and critique emerging data and highlight important articles to relevant departments
7. Develop and maintain a full scientific and commercial understanding of the company's products and any ongoing trial work
8. Proactively work with the Medical Information scientists on key reference materials and standard letters. Ensure the team is fully trained and up to date on all aspects of the brand
9. Prepare and present tailored clinical data packages to external customers, on request, to meet the needs of the business
10. Liaise with relevant medical and marketing contacts in the European and International business units
11. To discuss and present on the Napp product range and related subjects to healthcare professionals
12. Assist in ensuring legal and regulatory compliance in all aspects of Medical Information work
13. To undertake any other reasonable tasks to help ensure that the Medical Information department operates efficiently on a day-to-day basis.