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# Example of Consumer Health Job Description

Our growing company is looking for a consumer health. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for consumer health

* Provide client counsel on tactical matters, linked to strategic plans
* Manage development of press and digital assets, leverage relevant data and insights to create PR opportunities
* Plan and execute media relations programs, events and launch activities
* Responsible to develop and execute annual Brand and Innovation & Renovation (I &R) plans to meet business objectives
* Lead and support the development of aligned Marketing plans for the Healthy Growing & Gut Health Portfolios in line with Global and North American strategy
* Create compelling communication and effective media strategies, including the plan to lead in digital
* Responsible for the successful execution of product launches and brand initiatives
* Leverage key consumer insights to develop consumer strategies that build competitive advantage across the 4Ps (Product, Price, Place, Promotion) across multiple categories and channels
* Responsible for developing business plans to enter new categories and for the development and implementation of a 5 year I&R plan that is patient/ customer/consumer focused
* Lead development and evaluation of desired consumer/competitive claims & adaptation of claims in partnership with regulatory team as required across all consumer & medical touch points, including Canadian government requirements, Nestlé Global Regulatory requirements

## Qualifications for consumer health

* A bachelor's degree in public relations, communications, journalism or related field
* Experience leading new to market product developments
* Manage and provide direction on PFME to optimize Return on investment
* A university degree in Business Administration with a focus in Marketing, an MBA is consider an asset
* Minimum of 5 years’ Marketing Manager experience, preferably in the OTC, CPG or healthcare industry, dealing with complex regulatory categories
* Ability to manage high priority, complex and strategic initiatives