



DKT International Inc. (Myanmar Branch)

CAREER OPPORTUNITY

About DKT International Myanmar: DKT International is a leader in making modern contraceptive products and information more available, accessible, and affordable to people in 90 developing countries worldwide. Through innovative social marketing DKT aims to give Myanmar's people greater knowledge and a wider range of choices for reproductive health.

DKT International Myanmar invites applications for the following position in Yangon, Myanmar.

Position: **Marketing Executive (Medical)**

Report To: Senior Manager, Marketing

Duty Station: Yangon

Closing Date: as soon as possible

About the Job: We are seeking a dynamic and detail-oriented **Marketing Executive (Medical)** to lead and execute our medical marketing strategy. In this role, you will be responsible for enhancing brand awareness, shaping brand perception, and strengthening brand equity within the medical channel. You will play a key role in delivering impactful customer experiences and driving engagement with healthcare professionals through strategic marketing initiatives. This position offers the opportunity to contribute to the growth and visibility of our medical brand by aligning marketing efforts with customer needs and market trends.

Responsibilities (but not limited to):

- Assist in developing and executing brand strategies and promotional campaigns for prescription/OTC drugs within the assigned therapeutic area.
- Maintain a steady stream of market data collection, analysis, and report submission to your direct supervisor, including but not limited to competitor activity, trade insights, and consumer insights.
- Coordinate with Key Opinion Leaders (KOLs), doctors, and institutions to build brand advocacy through scientific engagements like CMEs, trainings and workshops.
- Establish and maintain strong rapport with healthcare professionals (HCPs), ensuring consistent engagement and trust-building through personalized and value-driven interactions.
- Develop, propose, implement, and monitor campaigns and other brand marketing strategies across medical channel in collaboration with the sales and distribution team and in alignment with business objectives.
- Get the most out of the agency management for particular marketing activities such as on ground activations, merchandising, promotions, and other marketing activities that you manage.
- Support planning and execution of new product launches, including creating launch materials and organizing training programs.
- Perform other tasks assigned by direct supervisor.



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Qualifications/Requirements:

- Bachelor's degree in medicine, Pharmacy, or any other medical related background. (Preferred to have professional diploma or certificate in Marketing Management.)
- Minimum 3 years' of experience in medical or pharmaceutical marketing, or a related role.
- Strong knowledge of healthcare industry trends and regulations.
- Excellent communication and interpersonal skills.
- Ability to work collaboratively with cross-functional teams and manage external agencies.
- Strong analytical skills with the ability to interpret data and make informed decisions.
- Proficiency in using marketing and communication tools and platforms.
- Excellent written and verbal communication skill both in English and Myanmar languages are essential.
- Proficient in Google services and Microsoft office suite (Word, Excel, PowerPoint) and other relevant software and tools.
- Demonstrated ability to work independently with minimal supervision.
- Understanding the sexual and reproductive health would be an asset.

Interested candidates are invited to submit their updated CV, including application letter and contact detail of two references, to:

Human Resource Office, DKT International Inc. (Myanmar Branch)

No. 10 (B-1), Thukhawaddy Street, Ward 6, Yankin Township, Yangon.

Email: hro@dktmyanmar.org

We are on the outlook not just for talent, but also for friends and partners for the long term.

Only shortlisted candidate will be invited for interview.