

Job Description: Medical Delegate

Reports to: Regional Manager

Location: Belize City

General Purpose of Position:

Educate Healthcare Professionals (HCPs) in the designated territory about Nutrition products, through detailed products presentation and in an ethical form regarding the features, benefits and scientific principles, all within the guidelines set by the employer, applying and fulfilling the WHO Code, the employer policies and instructions for breast milk substitutes, and the local laws applicable to the market. The objective herein is to promote the employer solutions either with or without brand, through the sustainable long-term relationships which are established with the HCPs relevant community and Healthcare Institutions (HCI).

Key Responsibilities:

- Promote that breastfeeding is the best for babies and that it is the best recommendation over all other infant feeding methods.
- Teach in a detailed and ethical manner to HCPs, the scientific principles, quality and benefits of the employer's nutrition products through medical visits.
- Comply with and promote the SHE policies set by the company.
- All actions should be done in compliance with the WHO Code, the company policy and Instructions for breast milk substitutes, and the market local legislation to the reporting any infringements detected by HCPs, commerce, third parties and competitors to the Ombudsman.
- Prepare the daily medical detailing plan to visit healthcare professionals, institutions, stores to guaranty frequency, coverage, and complete attention to their panel, ensuring a reliable and updated information from their panel.
- Carry out the medical detailing plan applying the medical detailing techniques (EES, AES), and following the marketing cycles guidelines.
- Provide an optimal coverage and management of the territory, including the prospection and knowledges data compilation, sharing them (that is, competitive intelligence), through the relevant tools and systems, including CRM 2.0. Keep the HCP database in CRM and submit timely reports.
- Prepare timely reports about the activities performed, ensuring the execution of strategic activities from marketing, and manage the designated sponsorships and public relations budget, as well as the correct usage of medical detailing materials taking care of them.
- Being permanently updated in terms of nutrition knowledge, through the tools and evaluations prepared by the employer.
- Assure the institutional work for all services involved in the healthcare institutions assigned for their territory.
- Develop long term relationships with HCPs, and with the entities responsible for the medical decision-making process.
- Actively participate with the HCPs and institutions in seminars, lectures and events.
- Participate in and/or organize events and seminars with HCPs leaders inside the territory.

- Assure the education and presence of the employer's nutrition products in the assigned institutions within the territory, keep the institutions market share database to compare with competitors and establish which employer nutrition products are present in the institution.
- Strict adherence to the WCMS (WHO Code Management System) ensuring full compliance with the WHO Code, employer Policy & Instructions, and any local related law. It is the employer's strictest requirement that its marketing personnel will not seek contact with pregnant women or lactating mothers regarding infant formula in their business capacity. Under no circumstance should any Medical Delegate or any other Marketing person of the Infant Nutrition Department give advice to pregnant women or lactating mothers on the feeding of infants and young children. It is strictly prohibited to distribute any gift of articles or utensils to pregnant women or mothers or infants and young children which may promote the use of breast milk substitutes or bottle feeding. The employer's Medical staff, as part of their job responsibilities cannot provide information or perform educational functions in relation to pregnant women or mother of infants and young children.

Job Requirements:

Knowledge:

- **Minimum Education:** University degree in healthcare or related field is required.
- **Experience:** At least 2 years' experience in the medical or scientific field as a Medical Delegate/Representative, Nutritionist, or similar role with knowledge of nutritional/pharmaceutical products is preferred but not required.

Skills & Abilities:

- **Technical Skills:** Proficiency in the MS Office Suite (Excel, Word, Power Point, and Outlook) is required.
- **Language Skills:** Must have a good working knowledge of English (reading, writing, speaking). Knowledge of additional languages, such as Spanish, is a plus but not required.
- **Communication skills:** Excellent verbal and written communication skills to present product information clearly, persuasively, and professionally.
- **Relationship building:** Ability to establish trust and build rapport with healthcare professionals through effective interactions.
- **Sales skills:** Persuasive selling techniques to effectively promote products and close deals.
- **Time management:** Efficiently managing schedules, appointments, and follow-ups with healthcare professionals.
- **Organizational skills:** Ability to prioritize tasks, manage administrative responsibilities, and maintain accurate records.