

Medical Sales Representative, Marketing Specialist & Logistics and Customer Relation- The Unicorn

A Lebanese company founded in 1980 specialized in the marketing and sales of internationally renowned brands for the following specialties: Orthopedic Instruments, Implants, Disposables and powered tools – Biomaterials - General Surgery Instruments – Endoscopy Equipment – Cardiac Monitoring and Diagnostics – Augmented Reality

Experience: fresh graduates are accepted

1- Marketing Specialist:

Major: degree in marketing, Business Administration, or any related field

Major Responsibilities:

- Plan and execute marketing strategies to promote our portfolio of medical devices to Hospitals, and Healthcare Professionals (Doctors, Nurses, Biomedical Engineers...)
- Conduct market surveys and mapping to identify needs and trends.
- Develop and implement marketing plans and campaigns tailored to healthcare professionals
- Plan and execute product launches, promotional activities, and educational events
- Identify new market opportunities and propose action plans
- Monitor market developments, competitors, and customer feedback
- Collect and analyze marketing KPIs and prepare performance reports
- Collaborate with the sales team to identify customer needs and develop targeted tools
- Coordinate participation in medical congresses, trade shows, and scientific symposia
- Support the sales team with marketing materials and product positioning strategies
- Create engaging content for brochures, product sheets, presentations, and digital platforms
- Manage online communication: website, newsletters, email campaigns, and social media
- Organize and support training sessions for healthcare professionals

2- Medical Sales Representative:

Major: degree in Medical Laboratory Sciences, Nursing, Marketing, or any related field

Major Responsibilities:

- Ensure selected Market coverage (Customers Hospitals and Surgeons) through direct sales visits and other means of communication.
- Communicate with current and new customer accounts regarding a variety of topics, including product, product updates, educational programs...
- Ensure OR Assistance/Scrub for all customers whenever, wherever required.
- Maintain always a good level of product knowledge
- Maintain extensive knowledge of Markets, Trends, and Competitors
- Build Solid Relationship Network with surgeons and stake holders
- Receive, control, treat, dispatch and follow any customer requirement (consignment, offers, tenders, complaint...)
- Contribute in organizing the workflow to meet customer's deadlines
- Meet sales objectives for the territory.
- Increase territory results by building and maintaining strong business relationships and by developing and implementing sales strategies

3- Logistics and Customer Relation:

Major: degree in Business Administration, or any related field

Major Responsibilities:

- Conduct, supervise and control all office daily operations and procedures.
- Understand customers' requirements and ensure that the company satisfies their needs and exceeds their expectations in accordance with company policies and procedures.
- Keep close track on all operational data (stocks, purchases, sales, contracts, receivables, payables)
- Maintain effective and solid working relationships with company stakeholders: Suppliers, Customers, local providers of services (Forwarders, Insurance, Clearing Agent...), Government authorities (MOH, IRI...)
- Maintain files related to the MOH: Systems registration/MedReg, Certificates renewal, MedImport, Price list Control
- Execute a variety of marketing actions that involve direct mail, trade shows, events, public relations, customer communications, marketing plans, and courses (local, regional and international).
- Prepare meetings and business trips: local and international congresses, sales events, workshops, relations with local medical societies etc...
- Handle the marketing communication: website, e-mail marketing, promotions etc...
- Implement Administrative policies and procedures including company secretarial responsibilities.

How to Apply:

Kindly send your CV or contact the Career Services Center, e-mail: career.services@balamand.edu.lb,
Ext. 7801; 7802