

Business Development Manager (Hearing Aids)

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EPPC Albania, on behalf of its client, *an International Leading hearing care company, with 115-year tradition*, is currently recruiting a **Business Development Manager Albanian market**.

The BDM will take charge of the company's expansion into the Albanian market within the hearing aids sector. The successful candidate will oversee the development and execution of strategies aimed at building the brand, form key partnerships, and drive growth in this new region.

Essential Responsibilities:

- **Market Research and Analysis:** Conduct thorough market research to identify opportunities, understand competitive landscapes, and assess customer needs in the target market;
- **Strategic Planning:** Develop and implement comprehensive market entry strategies, including business plans, marketing strategies, and sales forecasts;
- **Partnership Development:** Identify and establish relationships with key stakeholders, including distributors, healthcare providers, and industry associations;
- **Regulatory Compliance:** Ensure compliance with local regulations and standards related to the hearing aids industry;
- **Brand Positioning:** Adapt and implement brand positioning strategies to resonate with local audiences and differentiate our products from competitors;
- **Sales and Marketing:** Oversee the development and execution of sales and marketing campaigns to drive product awareness and adoption;
- **Team Leadership:** Build and manage a local team, providing guidance, support, and training to ensure successful market entry and growth;
- **Performance Monitoring:** Track and analyze key performance indicators (KPIs) to measure the success of market entry initiatives and make data-driven adjustments as needed;
- **Reporting:** Provide regular updates and reports to senior management on market entry progress, challenges, and opportunities.

Requirements for this position are:

- **University degree**, preferably in **Business, Marketing, Health Care Management** or related field; **MBA preferred**;
- **Proven experience in market expansion, business development**, (*Experience in a similar role within the healthcare or hearing aids industry is highly advantageous but not mandatory*);
- **Strong understanding of market research, strategic planning, and regulatory compliance**;
- Excellent communication, negotiation and relationship-building skills;
- Ability to work independently and lead cross-functional teams;
- **Fluency in English** (German is a plus);
- Proficient in Microsoft Office Suite (**Word, Excel, PowerPoint**);
- **Valid driver's license and ability to travel internationally**.

How to apply:

To apply for this opportunity, please send your CV through the following link: <https://aplikim.eppc.al>

You will be contacted by EPPC, only if your CV will be qualified.