

Job Description

Job Title:	Product Manager – MVA Technology
Department:	Marketing
Reports to:	Marketing Manager
Contract type:	Full time, permanent

Position Summary

DKT WomanCare is a wholly owned subsidiary of DKT International, **a social enterprise that works to expand availability and access to high-quality and affordable sexual and reproductive health products globally, with a focus on lower-middle income countries.** DKT WomanCare is the legal manufacturer and global distributor of Ipas Manual Vacuum Aspirator technology, global distributor of Levoplant contraceptive implants, and further markets a range of contraceptive products. DKT WomanCare works with a range of distribution partners across 90 countries globally to ensure effective supply and use of its product range.

The **Product Manager for Ipas MVA technology** is responsible for developing and executing marketing strategies and messaging that drive growth across global markets. **For 30 years, the Ipas MVA technology has been a gold standard product for uterine evacuation and used globally for reproductive health indications, including miscarriage management and safe abortion services.** The Product Manager will work closely with local distribution partners to drive adoption, loyalty, and correct usage of the Ipas MVA technology amongst healthcare providers, ensuring strategies and messaging are tailored to local context. The role combines strategic thinking with strong operational execution to translate product strategies into impactful market activities across diverse markets and working with diverse distribution partners across Africa, Latin America, Asia, and the US.

We are looking for a dynamic and structured Product Manager ready to lead the development of the brand strategy and ensure excellence in the execution and coordination of the activities planned. If you are impact-driven and excel at turning plans into seamless realities, meticulously managing logistics, and ensuring everything runs smoothly, this role is for you.

Key responsibilities:

Product Strategy & Activity Planning

- Develop and implement product marketing strategies aligned with company objectives.
- Translate product strategies into clear activity plans that support product growth and adoption.
- Coordinate and work with a wide range of in-country distribution partners (B2B) to implement marketing strategies across varied market contexts in Africa, Latin America, Asia, US/Europe.
- Define product positioning, messaging, and value propositions for targeted healthcare provider and customer segments.
- Monitor competitor products, pricing strategies, and market positioning to inform marketing activities and product strategies.
- Through collaboration with local partners and field visits, gather and analyze insights from healthcare providers, patients, and other stakeholders.

Strategy Execution

- Coordinate with local partners for the execution of promotional and educational events, including healthcare provider training, workshops, third party events such as congresses and overall stakeholder engagement activities in alignment with the strategy and creating confidence and preference for our brand(s).
- Develop promotional and educational content and materials for healthcare professionals, partners (sales and marketing teams), and other stakeholders.
- Ensure smooth execution of activities by managing logistics, timelines, and coordination with internal and external partners.
- KOL engagement and management to ensure effective implementation of healthcare provider-focused activities.

Performance Monitoring & Budget Management

- Track product performance and activity metrics to measure impact and progress against objectives.
- Analyze marketing effectiveness and identify opportunities to optimize initiatives.
- Manage budgets for campaigns, events, and promotional activities, ensuring efficient use of resources

Cross-Functional Collaboration

- Work closely within the marketing team as well as cross-functionally with the sales teams and other departments.
- Collaborate with medical advisors and key opinion leaders to ensure effective product messaging, updates on clinical indications, and effective training of healthcare providers.
- Coordinate with external partners and distributors to support market development and product awareness.
- Ensure that all marketing and promotional activities comply with applicable requirements and policies.

What Success Looks Like in This Role

- Increased product awareness and adoption among target stakeholders across diverse markets.
- Successful and timely execution of marketing activities including dissemination of materials and capacity building events.
- Effective Prioritization
- Strong collaboration with internal teams and external partners
- Continuous use of learnings and insights to improve impact of our strategy and activities

Desired Skills and Qualifications

- 5+ years experience in product management roles in medical device, healthcare, or pharmaceutical backgrounds.
- Educational background in Marketing, Business, or related field.
- Experience working across diverse global markets, including developing market lived and/or worked experience
- Strong project management and coordination skills combined with a critical sense to get things done.
- Sales experience is a plus
- Experience organizing events, trainings, or educational programs
- Hands-on team player and impact driven.
- Great interpersonal and communication skills, well-organized, consistent, and goal oriented.
- Ability to work cross-functionally in a fast-paced environment

- English fluency is required, additional languages is a plus (French, Spanish, Portuguese preferred)
- Willingness and ability to travel internationally (up to approx. 20% time)
- Motivated by working with a multi-culture team and multi-culture partners who are passionate about increasing access to reproductive health products globally
- If not a Danish citizen, holder of a valid work permit

If you would like to apply, please submit a CV and cover letter to tina@dktwomancare.org by April 23, 2026 with the email title referencing which position you are applying to.