

Brand Manager

Job ID
REQ-10012440
Juni 26, 2024
Israel

Summary

Location: Israel, hybrid.

This position is a leadership position with 2 direct reports.

The purpose of the position is to define product strategy in agreement with local management and global marketing department, and implement supporting tactical plans/projects.

About the Role

Your Key Responsibilities:

Your responsibilities include, but not limited to:

- Prepares content of Integrated Brand Teams and Launch Teams.
- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brand(s).
- Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.
- Supervise and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results.
- Identifies area market insights and opportunity via customer interactions. Drives central marketing activities as well as regional initiated marketing activities.
- Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives.
- Collaborate with Marketing and Medical teams to enhance activities. Scout centers, KOLs and OLs by disease within assigned territory.
- Identify specific needs for each segment of patients and the implications of the disease for each of them within assigned territory.

Essential Requirements:

- Education: Scientific Degree.
- Min. 2 years of experience as Brand Manager or Brand Lead.
- Proficient Hebrew and English, both written and spoken.
- Strategic thinking.
- Project Management.

Desirable Requirements:

- People leadership experience.
- Neurology therapeutic area knowledge.

Why Novartis: Helping people with disease and their families takes more than innovative science. It takes a community of smart, passionate people like you. Collaborating, supporting and inspiring each other.

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Commitment to Diversity and Inclusion / EEO:

Novartis is committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

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Division

International

Business Unit

Innovative Medicines

Standort

Israel

Site

Israel

Company / Legal Entity

IL04 (FCRS = IL004) Novartis Israel

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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