

Brand Leader - Solid Tumors

Job ID
REQ-10014425
Juli 25, 2024
Italien

Summary

As Brand Leader you will define product strategy in agreement with local management and global marketing department, and implement supporting tactical plans and projects.

About the Role

Brand Leader

As Brand Leader you will define product strategy in agreement with local management and global marketing department, and implement supporting tactical plans and projects.

Key responsibilities:

- Develop brand strategy, promotional campaigns & tactical plans within marketing budgets
- Prepare content of Integrated Brand Teams and Launch Teams.
- Run market research programs & market insights for responsible brand and monitors /anticipates market development
- Being responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brand(s)
- Lead the cross-functional local/regional brand Team
- Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.
- Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results
- Identify area market insights and opportunity via customer interactions
- Execute central marketing activities as well as regional initiated marketing activities
- Monitor product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives
- Within assigned territory, develop business through specific projects and services and initiatives at center / hospital / ASL / territorial outpatient clinic level. Map key services to patients (patient support program) offered inside and outside of key hospital centers (competition, etc...). Monitor execution of regional/local tactics, assuring excellence and coherence with Novartis strategy & customer needs
- Collaborate with Cross-Functional Team
- Identify specific needs for each segment of patients and the implications of the disease for each of them within assigned territory

Essential Requirements:

- Scientific or Economic Degree
- Fluent Italian and English
- At least 3 years of experience in the role
- Operations Management and Execution
- Project Management skills
- Knowledge of the specific therapeutic area will be a plus

Why Novartis? Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

You will receive: You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. <https://www.novartis.com/careers/benefits-rewards>

Commitment to Diversity and Inclusion: 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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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. Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together? <https://www.novartis.com/about/strategy/people-and-culture>

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

Division

International

Business Unit

Innovative Medicines

Standort

Italien

Site

Milano

Company / Legal Entity

IT08 (FCRS = IT008) Novartis Farma S.p.A.

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular
Shift Work
No
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