

Strategic Marketing Director

Job ID
REQ-10016706
Juli 26, 2024
Kanada

Summary

Strategic Marketing Director – Cosentyx (Rheumatology & Dermatology)

Location: Montreal or Toronto

Novartis is unable to offer relocation support for this role; please only apply if this location is accessible for you.

About the role:

We are looking for experienced and passionate professionals to help us achieve our mission to help patients suffering from immunological disorders including psoriasis, psoriatic arthritis, ankylosing spondylitis, and hidradenitis suppurativa. As a strategic director for this brand, you will be responsible for the development and implementation of a cross-functional.

The role reports directly into the Vice-President Immunology and will work closely with the Immunology cross-functional team.

Permanent position

About the Role

Key Responsibilities:

- Overall brand performance and P&L responsibilities by maintaining full accountability of the annual sales objectives and budget investment.
- Lead with a “one-team” cross functional mindset role-modelling clear expectations on focused prioritization co-created with key cross functional partners.
- Foster and maintain strong customer relationships with top KOL’s in the therapeutic area
- Lead strategy development and execution of key competitive marketing initiatives to support business performance.
- Continuous engagement with international markets/Region to provide insights and to manage the local execution of strategy to the Canadian market.
- Present to senior management on strategy and action plans to address competitive actions/strategies and external market events.
- Ensure strong leadership and guidance on all marketing excellence requirements, one impact plan (strategic marketing plan), sales meetings and business updates.
- Ensure adherence to all internal, external codes and ethics requirements.

Essential Requirements:

- 8-10 years of experience in the biopharmaceutical / pharma / healthcare industry
- 3-5 years of experience in brand management
- Strong business acumen / Strategic Thinking and Planning
- Agile, resourceful with strong leadership, collaboration, communication, presentation and negotiation skills
- Initiative, self-motivation and superior organizational and time management skills

Desirable Requirements:

- Immunology experience
- Bilingual: English and French an asset

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

Kanada

Site

Montreal

Company / Legal Entity

CA04 (FCRS = CA004) NOVARTIS PHARMA CANADA INC.

Alternative Location 1

Toronto, Kanada

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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EEO Statement :

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