

Head of Creative and Digital

Job ID

395134BR

Aug 01, 2024

Indien

Summary

-Accountable for achieving targets on sales, and growth, generating and managing partnership deals, as well as guaranteeing execution of transformational initiatives based on a deep understanding of the customers/market place, key dynamics, policies and innovation happening within and out of pharmaceutical industry. To support sustainable growth as well as to leverage strong commercial execution capabilities, provide expertise on specific areas such as Commercial Excellence, Digital and Launches while helping to coordinate and leverage the execution of commercial plans and growth initiatives. Responsible for defining the appropriate portfolio mix and portfolio strategies; Monitoring the marketing/sales campaigns with respect to milestones and budget

About the Role

Major accountabilities:

- To proactively and continuously innovate and improve efficiency and effectiveness through design, standardization, implementation, monitoring and sharing Commercial Excellence initiatives -Work closely with commercial teams to build a strategy for the brand and prepare for major upcoming launches.
- Analyze current commercial models, incentives and structures including account management and franchise development and provide feedback and guidance to the leadership on new model implementation.
- Enhance and monitor Commercial Execution in line with brand strategies and Global Commercial Execution priorities, via building core commercial capabilities, leading the implementation of key Sales and Marketing Excellence and Digital initiatives.
- Ensures the end to end robustness of the portfolio performance with the aim of maximizing economic value and securing future competitive advantage -Developing and implementing digital solutions that focus on addressing patient needs and improving patient outcomes with a positive impact and return on investment for our business -Develops and administers the company's participation and content of the Internet and is responsible for its Web exposure and position -Implements interactive marketing projects including email and online advertising to exploit marketing opportunities -Communicates and educates sales personnel on solutions and tools available through the Internet and online networks -Implements new technology to maintain a competitive product and image on the Internet

Key performance indicators:

- Financial & business results: Revenue, Management Result, Personnel Costs -High quality and timely implementation of key Sales Force Effectiveness/Marketing initiatives in alignment with local requirements.

Minimum Requirements:

Work Experience:

- Business case management.
- Able to understand changing dynamics of Pharmaceutical industry.
- Significant account management experience.

Skills:

- Agility.
- Brand Awareness.
- Cross-Functional Collaboration.
- Customer Engagement.
- Customer Experience.
- Customer Insights.
- Data Analytics.
- Digital Marketing.
- Go-To-Market Strategy.
- Influencing Skills.
- Inspirational Leadership.
- Marketing Strategy.
- People Management.
- Product Positioning.
- Product Roadmap.
- Sales.
- Stakeholder Engagement.
- Stakeholder Management.
- Strategic Marketing.

Languages :

- English.

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

Operations

Business Unit

CTS

Standort

Indien

Site
Hyderabad (Office)
Company / Legal Entity
IN10 (FCRS = IN010) Novartis Healthcare Private Limited
Functional Area
Marketing
Job Type
Full time
Employment Type
Regular
Shift Work
No
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Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.india@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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EEO Statement :

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