

# Head of Creative and Digital

Job ID

395134BR

Aug 01, 2024

India

## 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>

**Join our Novartis Network:** Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up:

<https://talentnetwork.novartis.com/network>

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

Location

India

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  
[Apply to Job](#)

### **Accessibility and accommodation**

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](mailto: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.

**Join our Novartis Network:** Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up:

<https://talentnetwork.novartis.com/network>

### **EEO Statement :**

Learn about our business, strategy and performance in 2023, and how we create sustainable value for stakeholders and society. Learn about our business, strategy and performance in 2023, and how we create

sustainable value for stakeholders and society.Learn about our business, strategy and performance in 2023, and how we create sustainable value for stakeholders and society.Learn about our business, strategy and performance in 2023, and how we create sustainable value for stakeholders and society.

Learn about our business, strategy and performance in 2023, and how we create sustainable value for stakeholders and society.Learn about our business, strategy and performance in 2023, and how we create sustainable value for stakeholders and society.Learn about our business, strategy and performance in 2023, and how we create sustainable value for stakeholders and society.Learn about our business, strategy and performance in 2023, and how we create sustainable value for stakeholders and society.

Learn about our business, strategy and performance in 2023, and how we create sustainable value for stakeholders and society.Learn about our business, strategy and performance in 2023, and how we create sustainable value for stakeholders and society.Learn about our business, strategy and performance in 2023, and how we create sustainable value for stakeholders and society.Learn about our business, strategy and performance in 2023, and how we create sustainable value for stakeholders and society.

Job ID  
395134BR

## Head of Creative and Digital

[Apply to Job](#)

---

**Source URL:** <https://qa1.novartis.de/careers/career-search/job/details/395134br-head-creative-and-digital-0>

### List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://talentnetwork.novartis.com/network>
3. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Hyderabad-Office/Head-of-Creative-and-Digital\\_395134BR](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Hyderabad-Office/Head-of-Creative-and-Digital_395134BR)
4. <mailto:diversityandincl.india@novartis.com>
5. <https://talentnetwork.novartis.com/network>
6. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Hyderabad-Office/Head-of-Creative-and-Digital\\_395134BR](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Hyderabad-Office/Head-of-Creative-and-Digital_395134BR)