

Brand Manager - Cardiology

Job ID
REQ-10005028
May 07, 2024
Romania

Summary

About the company

Novartis is the Number 1 pharmaceutical company in Europe helping patients to live better lives and have hope.

We are always looking to improve and change how we launch and market our products into a fast changing market. How are customers buy from us is changing rapidly. How our customers learn about our products is changing rapidly.

We are bringing new products to market all the time. We need to be more effective than ever to educate doctors and patients about what is new and the benefits that the new products can bring.

That is why we are looking for a new generation of Brand Managers to join the company to help us with this powerful purpose. We want to hire Brand Managers who have developed their core skills around insights, planning, end to end customer behavior change and supporting great sales execution to join us.

You don't need to have a previous pharma or scientific background. We will train you up in the what you need to know about the pharma industry, our products, our go to market approach and our systems and processes.

About the Role

About the role

This is an exciting opportunity to join Novartis and transition your brand skills to the pharma industry. The opportunity is to lead the launch and development of a set of brands that are changing people's lives and health for the better.

This is a commercial role where you will deliver the plans that both optimize outcomes for patients and deliver growth, share and profitability for the short and long term.

You will be joining a team of brand managers to support them in building and executing their plans. You will be using your skills and expertise, from the get go, to deliver key projects. At the same time, you will be learning the critical skills and knowledge about the Pharma industry that will allow you to take on growing ownership and accountability.

This learning will come from a structured formal training program and, of course, from experience in the field. You will be supported by a senior marketing leader, who will work as your mentor, to direct and access the relevant learning you need across the brand lifecycle.

You will be part of a community of people like you, joining our industry, across Region Europe and will be supported throughout your transition into our industry with a well-structured program so that you can be successful and build impact for our patients!

About you

You are an experienced brand manager who has managed sophisticated brands and who wants to move into the health care business.

You will have skills in

- Brand planning, brand launches, sales forecasting and reporting
- Developing deep understanding and insights around buyers, customers and their needs
- Mapping and understanding the end to end customer buying journey and how to build behavior change through different interventions
- Working with sales teams to deliver sales efficiency
- Managing agencies to deliver high quality work
- Working across a matrix of global and local
- Innovating marketing approaches to deliver more value to customers and earn more customer decisions in our favor

You need to be

- Interested in the health care sector and how it can deliver outstanding patient outcomes
- Curious and willing to learn about a new industry
- Committed and keen to make a difference in the world
- Collaborative and able to encourage teams to work with you

We will teach you about

- Our products and how they help patients
- How our customers work and how the health care industry works
- The Novartis approach on how we go to market and how we promote our products
- The regulatory environment around pharmaceuticals

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.

International
Business Unit
Innovative Medicines
Location
Romania
Site
Bucuresti
Company / Legal Entity
RO07 (FCRS = RO007) NOVARTIS PHARMA SERVICES ROMANIA S.R.L
Functional Area
Marketing
Job Type
Full time
Employment Type
Regular
Shift Work
No
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