

# Lead, Integrated Insights & Planning (Market Research)\_

Job ID  
REQ-10004284  
Nov 11, 2024  
Japan

## Summary

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~ KPI  
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## About the Role

Collect valuable insights through managing primary and secondary research to identify business opportunity, support to structure strategic planning process & brand health governance. Suggest actionable insights from qualitative data, identify trends, assess strategies, competitive intelligence, with the ultimate goal of enhancing customer experiences.

Your responsibilities include, but are not limited to:

- Lead and interpreting market research data, generating reports, and presenting finding to cross-functional stakeholders as business partner
- Understand business objectives and design surveys to discover prospective customers' preferences, and market dynamics including internal / external environment
- Provide competitive analysis on various companies market offering, identify market trends, business models, sales and methods of operation
- Newly propose to relevant members (e.g. TA, Cx strategy) business direction through integrated insights
- Track KPI of key brands to assess the progress of strategy
- Develop and execute training programs to improve marketing capability and locally implementing strategic framework

Minimum requirements :

Education:

- A University level (bachelors) degree in relevant subject

Experience/Professional requirement:

1/3

- Work experience in pharma/medical field
- Marketing, consulting and/or market research experience
- Excellent verbal and written communication skills with both internal and external audiences
- Ability to champion change and drive innovative thinking
- Intense curiosity, collaborative spirit, empathy, and passion for problem solving

Language Skill:

- Japanese: Native level
- English: Business level
- English CV is required.

**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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Division

International

Business Unit

Innovative Medicines

Location

Japan

Site

Head Office (Japan) (Pharmaceuticals)

Company / Legal Entity

JP05 (FCRS = JP005) Novartis Pharma K.K.

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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