

Lead / Associate, Integrated Insights & Planning

Market Excellence

Job ID
REQ-10006999
May 26, 2024
Japan

Summary

Drive marketing excellence through developing marketing capabilities in our organization and leading strategic framework process and governance. Develop industry-leading marketers who can thrive in an ever-changing external environment through comprehensive training programs. Promote strategic framework to enhance customer experiences and patient experiences. Deliver actionable insights from market research data, identify trends, assess strategies, competitive intelligence.

About the Role

Major accountabilities:

- Develop and execute training programs to improve marketing capability based on pivotal issues across the organization
- Lead ONE Impact Planning process and governance, ensure the effective implementation locally
- Track KPI of key brands to assess the progress of strategy
- Lead and interpreting market research data, generating reports, and presenting finding to cross-functional stakeholders as business partner
- Provide competitive analysis on various companies market offering, identify market trends, business models, sales and methods of operation

Minimum Requirements:

Education:

A University level (bachelors) degree in relevant subject

Experience/Professional requirement:

- Work experience in pharma/medical field
- 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

- (preferable) Marketing, consulting and/or market research experience

Language Skill:

- Japanese: Native level
- English: Business level (writing), Intermediate level (speaking)

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?
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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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Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

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