NOVARTIS

Marketing Therapeutic Area Lead (Brand Manager)

Job ID
REQ-10012731
Jun 24, 2024
Hungary

Summary

Location: Budapest, Hungary - Hybrid. Marketing TA Lead (Brand Manager) position focusing on the effective lifecycle support of Novartis' essential brands portfolio across diverse therapeutic areas, with a key ambition to strengthen our digital customer engagement.

About the Role

Your Key Responsibilities:
Your responsibilities include, but not limited to:

- Develop brand strategies (incl. launch strategies) to optimize long-term positioning and performance of brands in responsibility. Develop brand-specific x-functional tactical plans including clear KPIs; ensure execution of tactics, monitoring and analysis thereof to ensure growth of the brands.

- Take x-functional leadership on proposing commercial activities and developing related business cases for effective lifecycle management of established brands. Develop and implement comprehensive digital marketing strategies to promote our brands and drive HCP education.

- Supervise product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives. Leverage various digital marketing channels and engagement forms such as e-mail marketing, HCP portal, content marketing, etc. to enhance customer reach.

- Lead and optimize our digital platforms to ensure the best customer experience. Create and curate engaging, relevant and compliant content for our digital campaigns. Monitor, measure and analyze the effectiveness of digital campaigns.

- Stay up-to-date with industry trends, emerging technologies and regulations. Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results.

- Accountable for brands in regular x-functional planning meetings, e.g. demand planning and product review meetings. Identify area market insights and new opportunities via customer interactions, other means of insight generation and integrate these into brand plans.

- Collaborate with Marketing and Medical teams to improve activities. Manage KOLs and other key stakeholders to generate customer insights and engagement.

- Identify specific needs for each segment of customers and patients and the implications of the disease for

each of them within assigned territory.

Essential Requirements:

- Min 3 years of experience as Digital Brand Manager.
- Proficient Hungarian and English, both written and spoken.
- Project management.
- Expertise in tools, customer journey development and activity performance measurement.
- Strong business and analytical acumen, long-term strategic thinking.

Desirable Requirements:

- Pharma industry experience.
- Digital Savvy.

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

Commitment to Diversity and Inclusion / EEO:

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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Benefits and Rewards: Read our handbook to learn about all the ways we'll help you thrive personally and professionally: https://www.novartis.com/careers/benefits-rewards

Division
International
Business Unit
Innovative Medicines
Location
Hungary
Site
Budapest
Company / Legal Entity
HU02 (FCRS = HU002) Novartis Hungary

Functional Area
Marketing
Job Type
Full time
Employment Type
Regular
Shift Work
No
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