

# Marketing Therapeutic Area Lead (Brand Manager, Oncology)

Job ID  
REQ-10030071  
Nov 20, 2024  
Hungary

## Summary

Location: Hungary, Hybrid.

The Marketing TA Lead establishes therapeutic area strategy and marketing activities in order to maximize business growth and product performance. Accountable for achieving targets on sales, market share growth and launch preparation and execution. Ensures an active working relationship with the global, regional and cluster TA teams, and works as the BD&L champion of the TA. Rigorously manages the relationships with third party vendors throughout the entire lifecycle of the engagements. The Lead drives compliance and integrity in the organization.

This position reports to the Country Therapeutic Area Head IM.

## About the Role

### Your Key Responsibilities:

Your responsibilities include, but not limited to:

- Devise launch product strategy that will achieve optimal long-term performance in terms of market share and product performance, including marketing campaign, activity plan and budget. Drive launch excellence process through effective collaboration with x-functional team responsible for product's performance, patients journey and go-to-market models.
- Devise brand-specific x- functional tactical plan including clear KPIs. Work in direct collaboration with global and regional product teams to ensure the seamless implementation of global strategy on the country level. Establish direct working relationship with the TA responsible person in the cluster team.
- Represent the country TA in business reviews and regional meetings. Actively research and map outside partnership, copromotion / comarketing options for the TA and develop specific plans to maximize potential BD&L value, working in cooperation with the BD&L Lead. Explore, develop and strengthen relationship with the leading vendors in the TA field.
- Actively map the potential third party vendors in accordance with the procurement policy, assess, monitor and supervise third party vendors' performance and ensure full lifecycle management of the related contracts. Continually monitor the performance of third party vendors and document the compliance with the relevant internal policies of the company, proactively align any potential non-compliance issues to POP Champion, CPS, QA, Legal and ERC.
- Track global launch/TA performance and actively share and bring in best practices by relevant market archetype. Outline actionable goals for the therapeutic area (TA)/business over five-year planning period

and integrates efforts of local operations, and support areas based on internal capability, market fit, competitive dynamics and corporate expectations.

- Develop, implement, and update TA action plan; analysis, identification of key customers, issues and opportunities and tactics/activities. This will include a plan for engagement with KOLs, PAG groups and relevant public affairs stakeholders working together with the Medical Lead as well as with TA Access Lead.
- In cooperation with Access Lead and TA Medical Lead/ Field Medical Advisor develop and implement a cross-functional market access plan covering pricing and reimbursement and including stake-holder management.
- Ensure efficient processes for compliance with law and Novartis policies (e.g. P3 or Code of Conduct).

#### **Essential Requirements:**

- Education: BA or MSC Degree.
- Min. 5 years of experience as Product Manager or Brand Manager from Pharma.
- Proficient Hungarian and English, both written and spoken.
- Innovative Pharma experience.
- Thorough understanding of marketing operations and science, product life-cycle management.
- Project Management.
- Great communication skills.

#### **Desirable Requirements:**

- Oncology therapeutic area knowledge.

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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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