

# In Market Brand Lead KZN

Job ID  
REQ-10038226  
Jan 24, 2025  
South Africa

## Summary

The position is responsible for achieving SFE monthly target for the assigned territory, customers or therapeutic area by promoting effectively the different ethical products to healthcare professionals through the execution of approved marketing strategies and programs. The position is also expected to collaborate with colleagues, use expertise and strong professional relationships to enable the right patient to get the right solution at the right time.

## About the Role

### Major accountabilities:

#### Achievement of Market Share Target

- Demonstrate improvement on brand metrics through Brand awareness/ recall, message retention, prescription intent and trial rate.
- Ensure positive customer experience in reference to Net Promoter score, Overall HCP satisfaction rating and HCP Retention rate
- Attain market share objective
- Achieve monthly sales targets
- Meet other set key performance indicators (KPIs)

#### Territory Management

- Ensure achievement of MCQ targets by effectively using omnichannel engagement with target HCPs via face to face or digital engagement methods
- Use available technology and tools to support sales calls and Customer Relationship Management
- Co-creation of digital marketing materials with Marketing and Medical for personalized HCP engagement such as RTEs,

#### Disease, Therapeutic & Product and Competitors Area

Mastery on product knowledge, clinical studies and updates on the assigned therapy area or following major areas:

Disease, therapeutic, product & competitors

- Ensure brand lead and key account activities are aligned to customer insights
- Acts as point of integration and collaboration for specific Novartis brands, in specific Territories /Accounts to ensure full 360-degree approach to account

## **Selling Expertise**

- Demonstrate expertise on virtual patient-centric selling using omnichannel engagement tools and framework.
- Explore needs from customers' perspective and adapting brand messages to enable the right patients to get the right solutions at the right time
- Effectively communicate brand messages and benefits to target customers aligned to the digital Marketing Communication Strategy
- Responsible for achievement of the Territory Plans and aims to deliver the required territory sales targets.

## **Market & Customer Acumen**

- Demonstrate clear understanding on the needs and pain points of target HCPs and closely feedback to In-market Brand Lead/ Medical for more relevant content and programs

## **Sales reports, updates and support**

- Conduct regular brand/KAM reviews to ensure brand and KAM strategies are up-to-date and effective.
- Provide detailed reports and updates on projects implemented and other business-related expenses and all relevant business correspondence with the use of appropriate presentation tools/ equipment
- Always maintain business updates / advantages through training and other information source (internet, books, etc.).
- Use ONCORE for Congress, Events and Attendees
- Liquidate expenses in a timely manner
- Provide professional support in continuing medical education

## **Collaboration with Stakeholders**

- Pro-actively collaborate with other Novartis stakeholders in sales and across functions (e.g. Medical, Patient Access) to achieve sales targets and when required to support cross- functional competencies
- Partner with the customers by providing value added services for patients

## **Ethics, Risk and Compliance**

- Quality and Pharmacovigilance – Ensure teams ERC to good pharmacovigilance practice (GPVP), quality and adverse event reporting.
- Ensure awareness and understanding of the Novartis Code of Ethics and other ERC guidelines and policies (Speak Up Office, Pharmacovigilance, Anti-bribery, Conflicts of Interest, BeSure, etc.)
- Adhere to the highest ethical standards in the industry and abide by the Novartis Code of Ethics and other ERC guidelines and policies (Speak Up Office, Anti-bribery, Conflicts of Interest, BeSure, etc.)
- Report potential misconduct or violations to the Code of Ethics and other ERC guidelines to any of the following: Manager, CPO Head, Legal, ERC, P&O, Speak Up Office.
- Drive and ensure completion of all mandatory training programs and understanding for the team

## **Minimum Requirements:**

### **Education**

- 4-year course, preferably business and allied medical sciences from a reputable institution.

### **Work Experience:**

- Established Network to target Customer Group desirable.

- At least 1 – 2 years of strong track record as a Specialist Representative or solid exposure in pharmaceutical selling i.e. brand selling and developing brand advocates
- Digital / engagement track record preferable
- Digital savvy
- Mastery on product knowledge, clinical studies and updates on the assigned therapy area
- Expert on patient-centric selling using omnichannel engagement tools and framework

**Skills:**

- Account Management.
- Commercial Excellence.
- Communication Skills.
- Compliance.
- Conflict Management.
- Cross-Functional Coordination.
- Customer Insights.
- Ethics.
- Healthcare Sector.
- Influencing Skills.
- Negotiation Skills.
- Selling Skills.
- Technical Skills.

**Languages :**

- English.

**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

South Africa

Site

Midrand

Company / Legal Entity

ZA01 (FCRS = DEL) South Africa

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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