

# HF Marketing Lead

Job ID  
REQ-10024049  
Nov. 04, 2024  
Südkorea

## Zusammenfassung

• HF MKT Lead will drive faster adoption of innovation of healthcare solutions in Korea via launch excellence for our customers, cardiologists and HF patients. Pioneering new innovations in HF, identifying ways for Novartis to help define & address HF patients' optimal treatment and better care delivery in various channels will be among the core activities of this role to expand optimal health solution for HF patients with our customers, medical societies and cross-functional teams.

## About the Role

### Key Responsibilities:

Strategy development

- To lead agile local teams to focus on co-creation of brand strategy
- To identify opportunities for expanded access and convert into customer-centric business proposals and ultimately implementation
- To identify the most effective market segments to promote products, the most promising target
- To study medical and marketing information on products of the company to define their benefits, market share, positioning relatively to target groups of competitors, marketing promotion strategy in accordance to defined target groups.
- To plan product promotion tactics, develop the scheme, forms, methods and technology of promotion (action plan, media plan), to implement the terms of the financial discipline in accordance with budget.
- To plan the supply and demand for products within the area of responsibility, create cycle plans, implementation and forecasts turnover (yearly marketing plan, rolling forecast, monthly secondary sales plan).
- To develop and organize events, create the planned level of distribution and systematic implementation of new products.
- To liaise with Global and other region partners to ensure best practices are known and adopted within region
- To lead discussions, develop relationships and influence key external stakeholders

### Essential Requirements:

- Minimum 4 years of marketing experience in pharmaceutical industry
- Expert negotiation & problem-solving skills with strategic mind-set
- Agility and flexibility to quickly make changes by understanding the unmet needs of the changing internal and external environment
- Self-motivated in the design and execution of new projects
- Business level of English proficiency

**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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Abteilung

International

Business Unit

Innovative Medicines

Ort

Südkorea

Website

Seoul

Company / Legal Entity

KR01 (FCRS = KR001) Novartis Korea Limited

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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