

Renal Launch Lead

Job ID

REQ-10032275

Dez. 16, 2024

Südkorea

Zusammenfassung

As Novartis aspires to solidify market leadership in innovative medicines space,

- Define key success factors to launch new renal assets
- Establish product strategy in agreement with local management and global marketing department, and implement supporting tactical plans/projects.

About the Role

Major accountabilities:

- Understands and engages key external stakeholders and healthcare system relevant to the diseases to accelerate patient access.
- Develops launch-readiness plans of brand strategy, forecasts, promotional campaigns & tactical plans.
- Runs market research programs & market insights for responsible brand and monitors /anticipates market development.
- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brands.
- Leads the cross-functional local/regional brand Team, incl. coordination of 1 Impact Plan, and monitoring the execution of objectives
- Leads the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.
- Acquire/possess an in-depth knowledge of the customer/market, key dynamics and company policies as well as up to date knowledge of key competitors and their likely strategies.
- Identifies area market insights and opportunity via customer interactions
- Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives
- Compliance with applicable policies, procedures and other regulations
- Identify specific needs for each segment of patients and the implications of the disease

Key performance indicators:

- Intent-to-Prescribe/Net Promoter Score post-launch

- Market share & market share growth
- Performance management and employee relations, feedback, meetings, surveys (i.e. Field Force, Marketing capabilities, Global Marketing, Medical Department, Regulatory Department)
- Ensure full compliance to all regulatory requirements

Minimum Requirements:

Education : University degree in bioscience, medicine, business, and/or economics,

Work Experience:

- Sales and Marketing in healthcare/Pharma business
- Pre-launch activities
- Market knowledge and network is desirable.
- Able to understand changing dynamics of pharmaceutical industry.

Skills:

- Agility.
- Analytical skill.
- Change Management.
- Cross-Functional Collaboration.
- Customer Orientation.
- Healthcare Sector Understanding.
- Influencing Skills.
- Marketing Strategy.
- Negotiation Skills.
- Operational Excellence.
- Priority Disease Areas Expertise.
- Problem Solving Skills
- Product Marketing/Strategy.
- Professional Communication
- Stakeholder Engagement & Management.
- Strategic Partnerships.
- Teamwork

Languages :

- English – fluent
- Korean – fluent

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Commitment to Diversity and Inclusion:

Novartis is an Equal Opportunity Employer and take pride in maintaining a diverse environment. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, gender, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status. We are committed to building diverse teams, representative of the patients and communities we serve, and we strive to create an inclusive workplace that cultivates bold innovation through collaboration and empowers our people to unleash their full potential.

Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here:

<https://talentnetwork.novartis.com/network>

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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