

# Strategic Marketing Lead TA: Cardiology (f/m/d), Austria, Vienna

Job ID  
REQ-10034081  
Dez. 19, 2024  
Österreich

## Zusammenfassung

~ Marketingleider in een kleine inkomstenorganisatie OF ervaren managers van marketingsubfunctie.  
~ Ontwikkel en stimuleer de uitvoering van merkmarketingplannen met als doel het marktaandeel en de omzetgroei in de markt te maximaliseren.

## About the Role

### Your key responsibilities:

- Developing brand strategy, promotional campaigns & tactical plans within marketing budgets
- Displaying a learning mindset, interpret and apply external insights such as market dynamics, competitor insights, pipeline knowledge and customer insights.
- Running market research programs and market insights and monitoring/anticipating market development
- Leveraging digital channels to maximize OCE impact in close collaboration with the BEE team
- Responsible for execution, monitoring, and analysis of the agreed tactical plans in order to ensure the growth of the brand(s)
- Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results

### What you'll bring to the role:

- Academic degree in business or life sciences, Advanced degrees like an MBA or a Master's in Marketing can be particularly attractive.
- At least 3 years' experience in a leadership role within the pharmaceutical industry
- Analytical Skills: Ability to analyze and interpret complex data to make informed marketing decisions and forecast marketing trends.
- Leadership Skills: Proven ability to lead and manage a diverse team of marketing professionals, fostering a positive work environment that encourages collaboration and creativity
- Very strong communication skills in German and English

## Why Novartis?

769 million lives were touched by Novartis medicines in 2020, and while we're proud of this, we know there is so much more we could do to help improve and extend people's lives.

We believe new insights, perspectives and ground-breaking solutions can be found at the intersection of medical science and digital innovation. That a diverse, equitable and inclusive environment inspires new ways

of working.

We believe our potential can thrive and grow in an unbossed culture underpinned by integrity, curiosity and flexibility. And we can reinvent what's possible, when we collaborate with courage to aggressively and ambitiously tackle the world's toughest medical challenges. Because the greatest risk in life, is the risk of never trying!

### **Imagine what you could do here at Novartis!**

In addition to a market-competitive base salary, we offer an attractive incentive program, a modern company pension scheme, learning and development options as well as worldwide career opportunities within the Novartis group. In accordance with Austrian law, we are obliged to disclose the minimum salary. For this position the minimum salary is € 85.000/year (on a full time basis). In most cases, the actual salary will be higher, as we strive to maintain a competitive position in the market and consider your previous experience, qualifications and individual competencies.

We are open for part-time and job sharing models and support flexible and remote working where possible.

### **Commitment to Diversity & Inclusion:**

Novartis is committed to building an outstanding, inclusive work environment and diverse team's representative of the patients and communities we serve.

Our recruitment decisions are based on selecting the best person for the job, regardless of gender, religion, age, colour, race, sexual orientation, nationality or disability.

**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>

**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>

**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>

Abteilung

International

Business Unit

Innovative Medicines

Ort

Österreich

Website

Vienna

Company / Legal Entity

AT06 (FCRS = AT006) Novartis Pharma GmbH

Functional Area

Marketing  
Job Type  
Full time  
Employment Type  
Regelmatig  
Shift Work  
No  
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