

Brand Manager Immunology

Job ID

REQ-10007381

Jun 28, 2024

República Checa

Resumen

Join our Immunology team Brand Manager who would lead the development of current brands to increase the potential of the product portfolio within the framework and strategy of Novartis.

About the Role

Key responsibilities:

- Brand strategy development, promotional campaigns & tactical plans within marketing budgets
- Content preparation of Integrated Brand Teams and Launch Teams
- Running market research programs & market insights for responsible brands and monitors /anticipating market development
- Responsibility for execution, monitoring and analysis of the agreed tactical plans to ensure the growth of the brand(s)
- Leadership of the cross-functional local/regional brand Team, incl. coordination of the One Impact Plan, and monitoring the execution of objectives
- Leadership of the development of promotional activities in line with internal SOPs and Code of Conduct guidelines
- Monitoring and controlling brand budgets, forecasts and expenses and assessing the marketing mix of the product to evaluate cost-effectiveness and results
- Identification of area market insights and opportunities via customer interactions
- Execution of central marketing activities as well as regional-initiated marketing activities
- Monitoring 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

Essential requirements:

- University degree, ideally Business/Pharmacy/Medicine
- Czech native and English proficient
- At least 3 years experience as the Product Manager (shown success; pharmaceutical business preferable) or Brand Manager, preferably knowledge of immunology products
- Be sensitive to market dynamics, regional differences, segmentation, pricing strategies and understand marketing research
- Innovative and Creative: Develop innovative concepts and approaches to positioning and tactical marketing in the therapeutic market
- Partnership and Collaboration: Coordinate functional teams from sales and marketing services, medical affairs and clinical development. Coordinate the general direction of symposia in collaboration with the marketing services department

- Ability to build and maintain close relationships with local opinion leaders Ability Analytical approach with a focus on sales performance and related KPIs (Key performance indicators) is critical and competitive benchmarking
- Demonstrate strong communication skills, provide input to field managers and representatives, report writing and presentation skills

You'll receive:

- Company car
- Monthly pension contribution matching your contribution up to 3% of your gross monthly base salary
- Company Shares Program
- Risk Life Insurance (full cost covered by Novartis)
- 5-week holiday per year (1 week above the Labour Law requirement)
- MultiSport Card (costs covered by company)
- 4 paid sick days within one calendar year in case of absence due to sickness without a medical sickness report
- Cafeteria employee benefit program – choice of benefits from Benefit Plus for 12,500 CZK per year
- Meal vouchers for 105 CZK for each working day (full tax covered by the company)

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>

División

International

Business Unit

Innovative Medicines

Ubicación

República Checa

Sitio

Prague

Company / Legal Entity

CZ02 (FCRS = CZ002) Novartis s.r.o

Functional Area

Márketing

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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