

Rare diseases manager

Job ID
REQ-10033550
Dic 10, 2024
Kazajistán

Resumen

Take responsibility for specific products of the company in one or more therapeutic areas. Fulfilment of the work with the key customers (specialists) on the territory of responsibility. Develop a local strategy and tactical plan for the brand(s) and ensure the implementation of the tactical plan, including on-site activities and visits to target customers, to accomplish business objectives (e.g. budget, efficiency).

About the Role

Major accountabilities:

- Be responsible for the brands effectiveness, the achievement of its target indicators defined in the forecast.
- Be an internal expert with a deep understanding of the products in the area of responsibility, their market conditions, and trends in the development of country.
- Develop a strategy and tactical plan to form the image of the best brand on the market through the continuous implementation of marketing activities, update relevant data in accordance with the current situation and market needs in the relevant therapeutic area, including taking into account the forecast of future changes.
- Planning and control of the marketing budget. Development and preparation of informational and educational materials
- Research of market opportunities and finding potential development ways.
- Development and initiation of a project plan and strategy, including overall scope, design, budget and required resources with roles and responsibilities of involved internal employees/external partners/third party vendors;

Key performance indicators:

- Participation in the brand strategy development
- Initiation and execution of tactical plans and additional innovative projects.
- Access and quality of relationships with concerned parties.
- Rating of contacts, reaching of target customers and rating of double visits with line manager according to the agreed visit plan. Training provided under the program.

Minimum Requirements:

- Education
- University Diploma in Biology, Pharmacy or Medicine.
- Language Skills

- Intermediate English.
- Experience
- At least five years in the pharmaceutical industry (in the field of marketing, sales or medicine).
- Deep understanding of marketing (market analysis, SWOT analysis, strategic objectives, marketing objectives, tactics, efficiency).
- Ability to build excellent relationships with all key concerned persons, taking into account a customer-oriented approach.
- Ability to create and implement projects.
- Skills in marketing and negotiation.
- Digital literacy and knowledge of technology.
- Word, Excel, Power Point.

Skills:

- Account Management.
- Accountability
- Collaboration
- Commercial Excellence
- Competitive Intelligence
- Compliance
- Crm (Customer Relationship Management).
- Customer Engagement
- Ethics
- Healthcare Sector
- Market Development
- Problem Solving Skills
- Revenue Growth
- Selling Skills
- Value Propositions
- Process Education

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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División
International
Business Unit
Innovative Medicines

Ubicación
Kazajistán
Sitio
Kazakhstan
Company / Legal Entity
KZP0 (FCRS = CH024) NPHS Almaty RO Kazakhstan
Functional Area
Ventas
Job Type
Full time
Employment Type
Regular
Shift Work
No
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