

Strategic Lead Kisqali

Job ID
REQ-10042354
Feb 26, 2025
Portugal

Resumen

Support the definition of the strategy for assigned products/ Therapeutic area and guarantee the implementation of tactical plans and projects, in agreement with country strategy, department guidelines and market insights, contributing to the achievement of sales results.

About the Role

Major Accountabilities

- Develop product strategy, promotional campaigns and tactical plans, within defined budget and company guidelines, to promote sales growth and the achievement of product performance.
- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the assigned brand(s)/ products.
- Ensure the brand plan has an integrated perspective of the key areas: medical, market access and sales.
- Analyze market trends, collect customer insights and adapt the defined strategy to ensure that the different tools and channels are used in a way that improves the customer experience and improves product/ brand performance.
- Support the development of the Integrated Product Strategy Plan, providing insights to ensure an integrated engagement strategy.
- Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results
- Ensure an articulated response with the Insights Manager and Data science in creating an integrated engagement strategy that guarantees the delivery of a value proposition.
- Understand the needs of the therapeutic area in the different concepts by articulating the strategy from the customer's point of view with the field teams.
- Ensure a comprehensive framework that understands the unmet needs of different stakeholders.
- Defines strategy that combines needs and responds holistically to individual needs.
- Runs market research programs & market insights for responsible brand and monitors /anticipates market development.
- Develop and maintain durable working relationships with key customers and Key Opinion Leaders, and gathering respective feedback and contributes, in order to identify market needs and insights on quality and competition, allowing for strategic and tactical adjustments.
- 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.

Additional Specifications

Key Performance Indicators (KPIs)

- Brand sales vs. targets (T1)
- Performance vs. key indicator targets, e.g. brand awareness, intention to prescribe/approve, brand equity; advocacy level
- Quality of strategy and timelines of implementation of marketing/ medical/ sales activities
- Feedback from cross-functional team on leadership and brand management

Ideal Background

Education & Qualifications

University Degree in Business and Administration, Science or Marketing

Languages

- Local language
- Fluent in English

Experiences and requirements

- Experience in similar functions (min. 3 years)
- Experience leading cross-functional teams

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?

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División

International

Business Unit

Innovative Medicines

Ubicación

Portugal

Sitio

Sintra

Company / Legal Entity

PT05 (FCRS = PT005) PT Pharma

Functional Area

Márketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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