

# Senior Manager, Marketing

Job ID  
REQ-10021450  
nov 06, 2024  
Philippines

## Résumé

Location: Manila #LI-Hybrid

Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

About the Role:

Responsible for ensuring the achievement of brand sales, market share, revenue growth and management of brands through the development and implementation of marketing plans. Responsible for the management, brand planning and commercialization in the CPO.

This role reports directly into the Head, Therapeutic Area.

## About the Role

### Development of annual marketing plan

- Develop brand plans and marketing objectives, strategies and tactics based on thorough review of market dynamics and interaction with customers; Provide lifecycle management plan for assigned brands
- Recommend programs and projects to achieve sales and market share objectives.
- Monitor, evaluate and analyze competitive activities, market trends and current business activities to identify issues and franchise/portfolio opportunities.

### External / Internal Relationship Development

- Build and maintain relationships with key internal and external contacts to support business plans and activities
- Represent the company within Novartis, Distributor, and relevant external parties (trade, medical organizations, medical practitioners, institutions, media, etc.)

### Product promo plans and projects implementation

- Translate overall project objectives to specific work activities and take lead in ensuring project execution; Coordinate with the sales force and other functional work groups to ensure product plans/special projects are implemented.
- Ensure complete and timely availability of promo materials for the sales force; Monitor implementation and evaluate effectiveness of programs based on feedback of sales force and actual fieldwork observation

- Coordinate with TechOps regarding product ordering and delivery from Headquarters; Coordinate with DRA/Medical concerning product registrations and other issues that will impact product plans; Provide accurate product forecast.

### **Future / Emerging Marketing Skills**

- Champion the omni channel engagement (OCE) evolution across the assigned therapeutic area as well as above the franchise in collaboration with relevant stakeholders
- Developing strong digital strategies; Identifying future trends and insights

### **Essential Requirements:**

- 4 -6 years operational marketing experience with focus on product/brands
- Successful record of contribution and/or P&L responsibility
- Experience in launching new product is preferable
- Strong communication and interpersonal skills.
- Ability to lead through influencing cross-functional and senior management to impact decision -making

**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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Division

International

Business Unit

Innovative Medicines

Emplacement

Philippines

Site

Makati City

Company / Legal Entity

PH03 (FCRS = PH003) Novartis Healthcare Philippines, Inc

Functional Area

Commercialisation

Job Type

Full time

Employment Type

Regular

Shift Work

No

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representative of the patients and communities we serve.

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