

# Group Product Manager - Retina

Job ID  
REQ-10028886  
nov 14, 2024  
Inde

## Résumé

-Local Brand Managers OR global / regional / local sub-function specialists within a specific marketing sub-function. -Define product strategy in agreement with local management and global marketing department, and implement supporting tactical plans/projects.

## About the Role

### Key Responsibilities

- Prepares content of Integrated Brand Teams and Launch Teams.
- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brand(s) -Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.
- Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results.
- Identifies area market insights and opportunity via customer interactions -Executes central marketing activities as well as regional initiated marketing activities
- Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives
- Collaborate with Marketing and Medical teams to maximize activities: -Scout centers, KOLs and OLs by disease within assigned territory -Identify specific needs for each segment of patients and the implications of the disease for each of them within assigned territory

### Key performance indicators:

- Market share & market share growth.
- Performance management and employee relations, feedback, meetings, surveys (i.e. Field Force, Marketing capabilities, Global Marketing, Medical Department, Regulatory Department) -Ensure full compliance to all regulatory requirements
- **Minimum Requirements:**
- Cross Cultural Experience.
- Project Management.
- Operations Management and Execution.

Why Novartis:

Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the

most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

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**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

Inde

Site

Mumbai (Head Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

Commercialisation

Job Type

Full time

Employment Type

Regular  
Shift Work  
No  
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