

Disease Area Strategist Oncology

Job ID

386088BR

Mag 22, 2024

Grecia

Sommario

Oncology Therapeutic Area - Thousands of people are affected by life-threatening cancer diseases in Greece. Novartis has been at the forefront of innovative oncology research aiming to deliver groundbreaking medicines, including radioligand treatments to help patients with cancer diseases, such as prostate and breast cancer. As a Disease Area Strategist Oncology, you will drive Disease Area strategy and brand management end-to-end prelaunch, launch and post-launch in close collaboration with cross-functional partners. You will be accountable for integrated Disease Area strategy in your field of responsibility, including strategic planning, tactical plan development and execution, content strategy, monitoring forecasting and performance, market research, customer & patient insights and forum meetings strategy.

About the Role

Key Responsibilities:

- Shape Disease Area strategy and act as cross-functional lead to define value proposition, positioning, strategic imperatives and tactics.
- Strategic and financial planning incl. business reviews, strategic planning, tactical plan, snapshots, forecasting, budgeting, negotiations prep etc.
- Tactical plan seamless execution as a business owner
- Leverage market and customer segmentation to feed and adapt strategy
- Content strategy, execution & messaging based on market research, insights and Global strategy
- Forum meetings brand lead

Job Requirements:

- University degree in Science and/or Business Administration/ Marketing
- Minimum 3-5 years of experience in the GR health care or pharmaceutical industry, with emphasis in marketing activities
- Experience in Oncology will be considered an asset
- Strong commercial acumen of the health care/pharmaceutical environment
- Strategic and analytical thinking - Ability to identify and exploit opportunities
- Fluency in English, both in verbal and written communications
- MBA or Master in Marketing, would be considered an asset
- Keen on new technologies and digital marketing strategies
- Collaborative spirit, innovative thinking and can-do attitude

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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<https://talentnetwork.novartis.com/network>

Divisione

International

Business Unit

Innovative Medicines

Posizione

Grecia

Sito

Metamorfosis

Company / Legal Entity

GR11 (FCRS = GR001) Novartis Hellas

Functional Area

Marketing

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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