

Brand Manager

Job ID
REQ-10012440
Giu 26, 2024
Israele

Sommario

Location: Israel, hybrid. This position is a leadership position with 2 direct reports. The purpose of the position is to define product strategy in agreement with local management and global marketing department, and implement supporting tactical plans/projects.

About the Role

Your Key Responsibilities:

Your responsibilities include, but not limited to:

- 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.
- Supervise 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. Drives 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 enhance 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.

Essential Requirements:

- Education: Scientific Degree.
- Min. 2 years of experience as Brand Manager or Brand Lead.
- Proficient Hebrew and English, both written and spoken.
- Strategic thinking.
- Project Management.

Desirable Requirements:

- People leadership experience.
- Neurology therapeutic area knowledge.

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Divisione
International
Business Unit
Innovative Medicines
Posizione
Israele
Sito
Israel
Company / Legal Entity
IL04 (FCRS = IL004) Novartis Israel
Functional Area
Marketing
Job Type
Full time
Employment Type
Regular
Shift Work
No
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