

# Marketing Lead- Hematology

Job ID  
REQ-10013886  
Lug 02, 2024  
Vietnam

## Sommario

Job Description Summary Location: HCMC, Vietnam #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 brand through the development and implementation of marketing plans. This role reports directly into the Therapeutic Area Head.

## About the Role

- 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 brand
- 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
- 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
- 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.
- Monitor implementation and evaluate effectiveness of programs based on feedback of sales force and actual fieldwork observation

## 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

## Essential Requirements:

- Pharmacist background
- Solid marketing experience in the pharmaceutical sector
- Successful record of contribution and/or P&L responsibility
- Strong communication and interpersonal skills.
- Ability to lead through influencing cross-functional and senior management to impact decision -making.
- Product launching experience is preferable
- Experience in the Oncology/ Hematology field will be an added advantage

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Vietnam

Sito

Vietnam

Company / Legal Entity

VN04 (FCRS = VN004) NVS Vietnam Company Ltd

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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