

# ASCVD Brand Manager

Job ID  
REQ-10019951  
Set 03, 2024  
Corea del Sud

## Sommario

- Location: Seoul, Korea #LI-Hybrid
- Local Product Manager 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

### Essential Requirements:

- 5+ years of proven track record of marketing experience in pharmaceutical industry
- Experience in independently leading brand end-to-end strategy and execution
- Leading a project team comprised of cross-functional team and actively creating a friendly environment for

new product launches

- Skills of creating an environment for disease diagnosis
- Self-motivated in the design and execution of new projects

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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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Divisione

International

Business Unit

Innovative Medicines

Posizione

Corea del Sud

Sito

Seoul

Company / Legal Entity

KR01 (FCRS = KR001) Novartis Korea Limited

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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