

# Customer Insights & Product Manager (m/w/d) - Rare Diseases portfolio

Job ID  
REQ-10022507  
Dic 20, 2024  
Polonia

## Sommario

Would you like to be part of an unstoppable team who every day changes lives of those affected by MS? There are around 54 thousands patients living with MS in Poland and through your work you can ensure that we increase awareness about this disease, diagnosis and treatment. You will have opportunity to join cross functional team working together driving innovative approaches in healthcare and changing the future for those affected by MS.

## About the Role

### Key responsibilities:

Your responsibilities include, but are not limited to:

- Supports with creation of brand strategy, promotional campaigns and tactical plans using customer insights driven analysis
- Engages cross functional team to support embedding and implementation of key brand activities
- Supports CI&PM with gathering of insights and translating these into brand strategy
- Creates and supports building of omnichannel strategy that meets brand objectives and customers' needs
- Assists with coordination of Strategic Account Management process in the Franchise as well as multi-level HCPs targeting and segmentation to develop and implement tailor-made solutions for the customers
- Regularly reviews current performance of KPIs in collaboration with Business Excellence & Execution team

### Essential Requirements:

- University degree (scientific, economics or business degree)
- Fluent English & Polish
- Cross-functional team player with stakeholder management ability, matrix management skills and deep experience in agile ways of working
- Efficient communication, ability to quickly build collaborative working relationships with a diverse range of stakeholders
- Strong strategic and analytical thinking
- Entrepreneurial and proactive management skills with a "can do attitude" to manage fast-growing market
- Ability to deal with decision making process in complex organizations and generate collaboration and followership

**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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### **Commitment to Diversity and Inclusion:**

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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Divisione

International

Business Unit

Universal Hierarchy Node

Posizione

Polonia

Sito

Warsaw

Company / Legal Entity

PL03 (FCRS = PL003) Novartis Poland Sp. z o.o.

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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