

Marketing Manager

Job ID
REQ-10038676

5月 16, 2025

Mexico

摘要

- Gerentes de marcas locales O especialistas globales / regionales / locales en sub-funci ó n dentro de una sub-funci ó n de marketing espec í fica.
- Definir la estrategia de productos de acuerdo con la gesti ó n local y el departamento de marketing global, e implementar planes/proyectos t á cticos de apoyo.

About the Role

Location: Mexico City

Local Brand Managers 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.

Responsibilities:

- Prepare content for integrated brand teams and launch teams.
- Responsible for the 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 accordance with the internal guidelines of the SOP and the Code of Conduct.
- Monitor and control brand budgets, forecasts and expenses and evaluate the product marketing mix to evaluate profitability and results.
- Identifies area market information and opportunity through customer interactions
- Executes central marketing activities as well as initiated regional marketing activities
- Monitors product performance and external environment using appropriate tools and taking corrective action if necessary to meet business objectives

- Collaborate with Marketing and Medicine teams to maximize activities: - Scout Centers, KOLs and OLs by disease within the assigned territory - Identify specific needs for each patient segment and the implications of the disease for each of them within the assigned territory

Key Performance Indicators

Local brand managers OR global/regional/local specialists in sub-function within a specific marketing sub-function.

Define product strategy in accordance with local management and global marketing department, and implement supporting tactical plans/projects.

Work Experience

- Experience in the Prostate market in Mexico
- Multicultural experience
- Launch management and execution
- Project implementation

Skills

Digital Marketing

Marketing strategy

Product strategy

Asset Management

Product marketing

Product lifecycle management (Plm)

Understanding the healthcare sector

Experience in Priority Disease Areas

Commercial Excellence

Operational excellence

Customer orientation

Agility

Influence skills

Negotiation skills

Stakeholder participation

Stakeholder Management

Strategic alliances

Multifunctional collaboration

Language

English Proficiency

Benefits and rewards

Read our handbook to learn about all the ways we 'll help you thrive personally and professionally:
<https://www.novartis.com/careers/benefits-rewards>

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.

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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部门

International

Business Unit

Innovative Medicines

地点

Mexico

站点

INSURGENTES

Company / Legal Entity

MX06 (FCRS = MX006) Novartis Farmac é utica S.A. de C.V.

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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Ajustes de accesibilidad

Novartis tiene el compromiso de trabajar y proporcionar adaptaciones razonables para personas con discapacidad. Si, debido a una condición médica o discapacidad, necesita una adaptación razonable para cualquier parte del proceso de contratación, o para desempeñar las funciones esenciales de un puesto, envíe un correo electrónico a tas.mexico@novartis.com y permítanos conocer la naturaleza de su solicitud y su información de contacto. Incluya el número de posición en su mensaje.



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