

## Trade Marketing Manager

Job ID  
REQ-10047600

4月 09, 2025

Mexico

### 摘要

Location: Mexico, City LI#Hybrid

Responsible for leading and executing point-of-sale marketing strategies to maximize sales and ensure alignment with brand policies and business objectives. Serve as the liaison between marketing strategies and point-of-sale operations, ensuring that campaigns are effective and aligned with the company's business objectives.

### About the Role

#### Major Accountabilities

Development of Commercial Strategies with the Private Access Manager

- Creation and execution of the annual trade marketing plan

- Co-design and implement trade marketing strategies to maximize sales impact
- Alignment of marketing strategies across points of sale, ensuring full coordination with brand policies and commercial objectives

#### Market and Competitor Analysis:

- Conduct market research and audit analysis to identify opportunities and trends
- Conduct audit analysis such as IQVIA and Close-Up to identify growth opportunities and trends. Sell-in and Sell-out Analysis
- Evaluate the effectiveness of implemented strategies, making adjustments based on the results obtained

#### Cross-Functional Cooperation:

- Collaborate with sales, marketing, finance, and compliance teams to ensure effective implementation of strategies

#### Financial Management:

- Manage budgets and resources for trade marketing activities
- Ensure a positive return on investment (ROI) and sales growth
- Sales growth for each brand vs. PY driven by a sound investment strategy.

#### Point-of-Sale Activities:

- Plan and coordinate in-store activities.
- Oversee the implementation of product strategies.
- Train sales staff and monitor the performance of point-of-sale activities.
- Monitor and evaluate the performance of point-of-sale activities, making necessary adjustments to optimize results.

#### Soft Skills:

- Effective Communication.
  - Strategic Thinking.
  - Teamwork.
  - Innovation and Creativity.
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- Strong analytical skills.

#### Experience Requirements:

- Bachelor's degree in marketing, Business Administration, or a related field.
- Experience in trade marketing or commercial marketing roles.
- Proven experience developing and executing marketing plans.
- In-depth knowledge of market analysis and auditing tools such as IQVIA and Close Up.
- Experience in budget management and financial analysis.
- Ability to work in cross-functional teams and collaborate with different departments.
- Advanced English preferred

#### 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 Farmacéutica S.A. de C.V.

Functional Area  
Sales

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

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