

Marketing Manager

Job ID
REQ-10048523

4月 17, 2025

Russian Fed.

摘要

Location: Russian Federation, Moscow

We are looking for an experienced and inspired Marketing manager (Cardiovascular)

About the Role

Your responsibilities include, but are not limited to:

- Lead the development and implementation of the strategic marketing for the brand.
- Monitor the portfolio/brand performance, competitive environment and customer base to quickly identify plan changes.
- Manage ROI assessments of tactical programs, & while collaborating with Sales Leadership, ensure proper execution throughout the field force(s).
- Lead interactions with extended brand team members including other functional areas (Sales, Market Access, Medical, Clinical, Regulatory, Training, Finance, and others), building

consensus/buy-in among these team members. Present to senior management on strategy and action plans to address competitive threats and/ or exogenous market events.

- Collaborate with Global team on critical brand issues related to development, aligning as appropriate to the global brand strategy.
- Provide seniority to the brand team and extended brand team members including coaching, advising and mentoring.
- Lead the preparation and launch of new indication(s), defining market size, opportunity, forecast, aligning with Global, pre-marketing & marketing plans, participating in negotiations and execution plan.
- Oversee market research initiatives as part of brand plans and anticipate market reactions / changes.

What you ' ll bring to the role:

- Experience from 5 years in pharmaceutical company marketing with Rx retail + specialty brands marketing from 2 years
- Launch experience of specialty brands is preferable
- Experience in cardiology is preferred
- Leading diverse multi-functional teams and in matrix organization
- Result-oriented, proactive, leadership skills
- English - Advanced

What we offer for you:

Competitive salary and annual bonus level, medical insurance (for the employee and children, additional discount given for close relatives), life insurance, meal allowance, mobile compensation, flexible working hours, internal and external educational courses and trainings, 3 additional days of paid vacation, professional and career development opportunities (locally as well as worldwide).

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

Russian Fed.

站点

Moscow (City)

Company / Legal Entity

RU07 (FCRS = RU007) Novartis Pharma LLC

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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