

## Marketing TA Specialist

Job ID  
REQ-10049891

4月 28, 2025

Hungary

### 摘要

Location: Budapest, Hungary (Hybrid)

The Marketing TA Specialist supports the creation and execution of the therapeutic area (TA) strategy and marketing activities to maximize business growth and product performance. The role is responsible for achieving planned KPIs (including sales and market share growth) and managing key projects in the TA.

This position reports to the Business Excellence & Execution Head IM.

### About the Role

Your Key Responsibilities:

Your responsibilities include, but not limited to:

- Supports the Marketing TA Lead / TA Head in creating and executing the cross-functional brand strategy to achieve optimal long-term performance in terms of market share and product performance, including marketing campaigns and activity plans
- Help the Marketing TA Lead / TA Head to implement, and update TA action plan; translates key insights based on analysis, market research, identification of issues and opportunities into tactics/activities.
- Manages key projects related to brands in scope.
- Manages the promotional budget for brands in scope.
- Support TA omnichannel strategy, including content and materials preparation.
- Drive TA forecast and product lifecycle management process in cooperation with Logistic team and BPA, to ensure product availability.
- Ensure full compliance with external law, industry regulations and Novartis policies.
- Actively track global materials and strategies on brands in scope for local adoption.

#### Essential Requirements:

- Education: University degree (MA/BSc) in business and/or science.
- Ideally 2 years of marketing experience within the pharmaceutical industry.
- Proficient Hungarian and English, both written and spoken.
- Project management.
- Strong communication skills.
- Operations Management and Execution

#### Desirable Requirements:

- Degree in Marketing, Life Sciences AND/OR business administration
- Previous experience from digital marketing.

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部门  
International

Business Unit  
Universal Hierarchy Node

地点  
Hungary

站点  
Budapest

Company / Legal Entity  
HU02 (FCRS = HU002) Novartis Hungary

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

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