

Marketing Manager

Job ID
REQ-10050161

4月 30, 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

Major Accountabilities

MARKETING MINDSET

A Master of Marketing domains, this individual will closely partner with cross-functional and extended team members, locally and regionally, to translate product strategy into customer-centric concepts,

from the preparation of a successful strategy, to detailing the execution on the field with a competitive mindset and an ambition for growth. This individual is called to deliver on key business objectives and priorities and establish a specific brand positioning. This role will also be responsible for interfacing and maintaining effective relationships with Product team counter-parts, as well as the Customer Experience Planning and Optimization team to ensure that the marketing strategy and concepts are effectively orchestrated into customer-centric campaigns, tactics, and experiences.

- Leverage on brand ' s strengths to drive competitiveness in a crowded market.

- Lead the marketing strategy, priorities, and activities across all segments or channels within a given vertical

- Provide strategic direction to peers and team members to inform and drive brand growth, including making trade-off decisions and recommending priority activities and investment based on commercial value

- Ensure appropriate market analysis and competitive benchmarking is conducted to inform marketing programs and tactics

- Partner with Patient & HCP marketers to drive excellence in developing the lead as-set for HCP and patient.

- Partner with relevant stakeholders on the management of regional and global expectations for the product in the country, it ' s funnel, the brand lifecycle planning, long-range financial planning, and financial forecasting requirements

- Develops the brand strategic imperatives aligned with the global expectations and generates the marketing mix for the launch product in the country setting pricing, packaging, positioning, and promotional strategies.

- Support the development of the marketing strategy, priorities, and activities for one or more segments or channels; drive and measure brand performance; and effectively drive customer engagement across multiple stakeholders that are core to brand success

- Support alignment and coordination of field strategy with Customer Engagement

- Maintains appropriate and efficient relationships with agency partners to ensure execution towards objectives

- Execute or advise on execution of marketing strategies and tactics by channel / stakeholder aligned with the marketing strategic imperatives and grounded in insights

- Leverage experience and expertise to build brand-specific end to end HCP and patient domain expertise, to inform the go to market approach that drives customer (HCP and patient) behaviour change and market performance

- Build an extensive internal and/or external network, to facilitate achievement of objectives in own part of organization, while share and incorporating knowledge on best practices to inform the integrated marketing strategy

•Contribute to a high performing team culture that proactively and effectively interfaces between the pillars and key functions

Work Experience

- 5 years of Marketing experience or Field management experience
- Access experience 2yrs (desirable)
- Launch products experience 2yrs (desirable)
- Team Management
- Account executive
- Immunology expertise (desirable)
- Finance execution (1.5M USD)
- Marketing and brand experience
- Advanced English

Skills

- Strategic thinking
- Marketing mindset
- Competitive mindset
- Business Acumen
- Negotiation Decision making
- Risk identification and management
- Project coordination
- Adaptability / resilient
- Stakeholder management
- Strong Customer relationship
- Leadership management
- Field knowledge
- Growth mindset

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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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>

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

Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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