

Brand Associate

Job ID
REQ-10050724

5月 05, 2025

Mexico

摘要

– Líder de marketing en una pequeña organización de ingresos O gerentes experimentados de la subfunción de marketing.

– Desarrollar e impulsar la ejecución de planes de marketing de marca con el objetivo de maximizar la cuota de mercado y el crecimiento de los ingresos en el mercado.

About the Role

Key Responsibilities:

- Coordination with creative agency for the elaboration of promotional materials promotional material
- Liaises with internal departments and external agencies to ensure full communication and success of promotional materials
- Review of texts and promotional claims with medical management and marketing

- Internal and external submission of material (COFEPRIS)
- Follow-up on printing/programming and delivery of material per cycle
- Development of promotional guide per cycle and presentations
- Ensure excellence in execution withing the Sales Managers by field monitoring
- Extensive contact with sales force for event planning and execution
- Assure the generation of required documentation for submission
- Timely closing of the event within the internal system
- Generates reports of brand events and impact at a market level

Implementation of the “Treatment startup” program for the brand

- Ensure optimal inventory level
- Analyze and propose process optimization
- Ensure delivery is generated on time and on budget

Essential requirements:

Academic Background: Professional with a Bachelor ´ s Degree in positions related to Administration & Marketing

Essential: Between 1-2 years of working experience in the pharmaceutical industry

Skills: Intermediate Office Package (Excel, PPT), Advanced English, Veeva CRM

Desirable

- Sales Experience
- Understanding of the Hematology
- Digital understanding
- Applies project management, analytical, communication and presentation skills.
- Demonstrates commercial drive and networking and flexibility

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Novartis is committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

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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
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work

No

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