

## Brand Manager - Lp(a) Gulf Cluster

Job ID  
REQ-10051095

5月 06, 2025

Utd.Arab Emir.

### 摘要

#LI-Onsite

The Brand Manager will be responsible for:

- Proactive development of marketing and promotional mix to meet brand objectives and customer needs.
- Monitor business performance and external environment via appropriate tools to deliver corrective action as required to meet business objectives.
- Liaison with external agencies to deliver initiatives for the brand.
- Accurate management of budgets for brand.
- Creates and delivers operational plans appropriate to life cycle of brand to optimize return for Novartis.
- Understanding and use of marketing principles and C4/MPH process to deliver to customer needs.
- Disease and market understanding to develop customer insights through appropriate techniques/tools.
- Support and Build team to achieve team goals.
- Management of external agencies to meet team goals.

## About the Role

### Major accountabilities:

- Prepares content of Integrated Brand Teams and Launch Teams.
- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brand(s) -Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.
- Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results.
- Identifies area market insights and opportunity via customer interactions -Executes central marketing activities as well as regional initiated marketing activities -Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives -Collaborate with Marketing and Medical teams to maximize activities: -Scout centers, KOLs and OLs by disease within assigned territory -Identify specific needs for each segment of patients and the implications of the disease for each of them within assigned territory

### Requirements:

- Minimum 3-5 years of Brand Management experience
- Strong demonstration of cross functional collaboration
- Solid understanding of CRM business and Gulf market is essential.
- Wide understanding of the Health Care Systems in the Gulf countries is a plus
- Sustainable performance track record.
- Strategic launch planning and execution experience is a must have.
- Excellent analytical, presentation and communication skills.
- Externally focused with proven exceptional external customer focus and building strong relationship with KOLs.
- Ability to bring strategy to life through execution.
- Proven ability to work cross-functionally.
- Problem solver; able to assess and solve complex problems using qualitative and quantitative analysis.
- Curious, ambitious, creative and up to date with latest trends and marketing best practices

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部门

International

Business Unit

Innovative Medicines

地点

Utd.Arab Emir.

站点

Dubai

Company / Legal Entity

AE01 (FCRS = AE001) Novartis Middle East FZE (Representative Office)

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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