

## Marketing Manager (Immunology)

Job ID  
REQ-10051357

5月 15, 2025

Finland

### 摘要

Location: Finland, hybrid.

Based on in-depth understanding of the Country healthcare system and disease area the Marketing Manager (MM) is responsible for leading the development and support implementation of the national brand and tactical planning. Leads the cross-functional brand team. and together with the team, responsible for identifying and building relations with external and internal key stakeholders. Accountable for the brand performance and the value delivered to benefit the patients and HCPs, revenue growth, profitability, and market share growth, also managing the cost within agreed brand budget. Drives operational excellence through proactive customer and healthcare system centric, data-driven, omni-channel approach. Receives input on brand and disease area strategies from the Nordic and global TA teams and will secure strategic alignment between the Country, Nordic and Global.

This position reports to the Marketing Director.

## About the Role

### Your Key Responsibilities:

Your responsibilities include, but not limited to:

- Design and follow up of, the implementation of the localized brand plan, aligned with the Nordic brand strategy to secure the growth of the brand(s). Lead the cross-functional brand team translation of the localized brand plan strategy to a country level tactical plan and execution and monitor the execution of brand objectives.
- Design, in collaboration with Value & Access, clear insights-based value proposition for customers (HCPs & if relevant also patient organizations). In close collaboration with Customer Engagement Directors and Business Excellence & Execution engage in and secure a clear and focused segmentation & targeting and the prioritization of focus accounts.
- In close collaboration with the Customer Marketing Lead and the Digital OCE Manager oversee deployment of omni-channel initiatives in line with brand strategy. Support the development of promotional omni-channel activities in line with internal SOPs and Code of Conduct guidelines.
- Monitor and control brand budgets, forecasts, supply and expenses and assess the marketing mix of the product. Monitor brand performance and external environment using appropriate tools and taking corrective actions.
- Engage externally in collaboration with the broader brand team to build a strong network with local medical experts and decision makers relevant to the therapeutic area. Proactively and in collaboration with relevant stakeholders, secure the exchange and utilization of best practices and synergies in the country and across the Nordics.
- Act in compliance with applicable policies, procedures, and other regulations. Report technical complaints /adverse events /special case scenarios related to Novartis products within 24 hours of receipt.
- “Omni channels” includes among other things: Key Account f2f engagements (commercial and medical), E-detailing, Virtual Events and Webinars, Pod, video on demand, Direct Mail, Email Marketing, Websites, Chat and Messaging, Mobile Apps, Social Media, Patient Support Programs, KOL and Thought Leader, Engagement, Educational Materials.

### Minimum Requirements:

- Education: Bachelor's Degree.
- Min. 3 years of experience as Brand/Product or Marketing Manager from Pharma.
- Proficient Finnish and English, both written and spoken.
- Great communication skills.
- Project management.
- Digitally Saavy.

### Desirable Requirements:

- Previous experience in Immunology.

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部门

International

Business Unit

Innovative Medicines

地点

Finland

站点

Espoo

Company / Legal Entity

FI02 (FCRS = FI002) Novartis Finland Oy

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work  
No

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