

Immunology Brand Manager

Job ID
REQ-10052354

5月 15, 2025

Saudi Arabia

摘要

Development, implementation and accountability for operational plans which optimize profitability, market share and revenue growth for a brand (s) in the short and long term.

About the Role

Major accountabilities:

- Develop Launch readiness plans aligned with regional and global TA teams.
- 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 brand
- Accurate management of budgets for brand.

- Creates and delivers operational plans appropriate to life cycle of brand to optimize return for Novartis.
- Delivery of sales targets
- Full accountability for brand and delivery of all programmes related to it.
- 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
- Acts as brand champion to create enthusiasm and focus internally and with external customers and agencies.

Key performance indicators/ Measures of success

- Manage and optimize relationships with all relevant external agencies and patient (and other) groups through development of effective relationships.
- Full financial accountability of Advertising and Promotion budgets within 5%
- Full understanding and use of key market research approaches and giving recommendations and acting on results that create positive business outcome.
- Deliver 90% of operational plan, on time and to a high standard.
- Manage all components of a key brand or components of a priority brand.
- Build and develop strategic forecasting from a robust patient model.
- Launch a line extension, new campaign, commercial programme, and/or generic defence.

Key Traits & Competencies:

Traits Must Have:

- Externally focused: Ability to understand and respond to external market changes and influences.
- Resilient & Agile: Capacity to bounce back from difficulties and adapt quickly to changes.
- Ambitious: Driven to achieve and exceed goals.
- Performance track record: Demonstrated success in previous roles and tasks.

Desired Differentiators:

- Curious & Growth mindset: Constantly seeking out new knowledge and opportunities for development and improvement.

Competencies Must Have:

- Understanding Customers & Patients: Ability to understand and meet the needs of our clients and patients.
- Strategic Launch Planning & Execution: Skilled in crafting and implementing effective launch strategies.
- Team Building & Leadership: Drive to create a cohesive, collaborative team environment and provide directional leadership.
- Smart Risk Taking: Willingness to take calculated risks that can lead to innovation and progress.

Desired Differentiators:

- Healthcare Ecosystem Knowledge: Understanding the interconnections and dependencies in the healthcare sector.
- Cross-functional Collaboration & Impactful Communication: Effective at working across departments to achieve common goals and communicating ideas clearly and persuasively.

Job Dimensions

Number of employees: 0

Financial responsibility:

Contributes to overall sales target <\$m

Budget responsibility for projects <\$ m

Impact on the organization: Medium - High

Ideal Background:

Education: • University degree or equivalent in Science, Marketing or Business qualification.

Experience: • 3-5 years of experience in field sales or related marketing services, with a minimum of 2 years as a brand manager, preferably with experience in Launches and dermatology therapy area.

Languages: Fluent in English (Oral & written)

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部门

International

Business Unit

Innovative Medicines

地点
Saudi Arabia

站点
Riyadh

Company / Legal Entity
SA01 (FCRS = SA001) Novartis Saudi Arabia Ltd

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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