

Regional Marketing Lead

Job ID
REQ-10053397

5月 28, 2025

India

摘要

The Regional Marketing Lead is responsible for developing and executing marketing strategies to promote all Novartis priority brands in Kerala. This role involves close collaboration with various departments to ensure cohesive and compliant marketing efforts.

About the Role

Key Responsibilities:

Strategic Planning:

Support by providing inputs for national marketing plans

Identify target audiences and create effective local marketing campaigns

Collaboration:

Work closely with medical, national marketing and other relevant cross functional teams to understand product benefits and risks.

Collaborate actively with the marketing team of various TAs to have visibility of national strategy and customize implement according to Kerala state need

Coordinate with sales teams to align marketing strategies with sales goals.

Campaign Management:

Oversee the design and production of local promotional material for Kerala.

Coordinate with digital marketing team for campaigns, social media, email marketing etc.

Market Analysis:

Analyze market trends, competitors, and customer responses to marketing activities.

Adjust marketing strategies based on market feedback and performance metrics.

Compliance:

Ensure all marketing activities adhere to regulatory and ethical standards.

Maintain up-to-date knowledge of industry regulations and guidelines.

Stakeholder Engagement:

Establish and maintain relationships with key stakeholders, including healthcare providers and industry professionals.

Present product information to healthcare professionals and sales teams.

Role Requirements:

- Bachelor ' s degree in pharmacy, Science, or Life Sciences.
- Master ' s degree in Pharma or Marketing is preferred.
- 3-5 years of experience in pharmaceutical marketing, especially in brand and product launches.
- Proficiency in both English and Malayalam is mandatory.
- Strong understanding of healthcare sector and marketing strategy.
- Proven ability to collaborate across functions and influence stakeholders.

Desirable Requirements:

- Experience managing regional marketing campaigns in the pharmaceutical industry.
- Familiarity with digital tools and analytics platforms for campaign performance tracking.

Why Novartis:

Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

You'll receive: You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. <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.

Accessibility and accommodation

Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.india@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message

Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here:

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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
Universal Hierarchy Node

地点
India

站点
Kerala

Company / Legal Entity
IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Alternative Location 1
Kochi, Japan

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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