

## Oncology | Brand Manager (Field)

Job ID  
REQ-10054203

6月 11, 2025

South Africa

### 摘要

The Brand Manager is the devoted Product Champion and is accountable for development and implementation of specific product marketing plans (strategic and tactical) to optimize profitability, market share growth and revenue growth in the short and long term. The holder of the role also plans and implements sales activities necessary to achieve agreed sales and market share objectives for defined Rx products in the territory.

### About the Role

Major accountabilities:

- Carrying customer facing activities primarily focusing on customer engagement at designated accounts, tackling pain- points of the full patient journey (Awareness, Diagnosis, Treatment, Follow up)
- Understand the challenges at designated accounts and formalize and provide customer

- centric solutions to overcome challenges and move the customer along the A - B Shift
- Acts as point of integration and collaboration for specific Novartis brands at designated accounts to ensure 360-degree account approach
  - Within identified territory/account, develop business through specific projects and services and initiatives at a facility/hospital/clinic/department etc.
  - Carrying brand management activities responsible for execution, monitoring and analysis of the agreed strategy and tactical plans to meet business expectations of the assigned brand(s)
  - Runs market research programs & market insights for assigned brand/s and monitors/anticipates market development
  - OCE development and execution in collaboration with digital manager
  - Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines for assigned brands
  - Identifies area market insights and opportunity via customer interactions
  - Executes central marketing activities as well as regional initiated marketing activities for assigned brand/s
  - Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives Set up monthly meetings with Cross functional team to ensure cross functional alignment
  - Lead the cross-functional team, incl. coordination of Integrated Product Strategy Plan, and monitoring the execution of objectives
  - Forecasts on assigned brand/s
  - Map key services to patients (patient support program) that can address challenges i.e. reimbursement etc.
  - Submission and completion of P3 approval and reconcile as per SOP
  - Training FF/cross functional team on disease and product as required
  - Support the creation of a customer-centric approach, in alignment with Novartis V&B 's.
  - Role carrying customer facing activities (50%), with an ability to orchestrate channels and cross- functional resources, engage both F2F and digitally, provide solutions beyond the product & use analytics to tailor engagement at designated accounts.
  - To support HCP decision making and optimize patient outcomes in an ethical way.
  - Purpose around improving the patient journey, as well as strong passion to create value and impact the stakeholders.
  - Supports the achievement of Novartis business goals by implementing value-based solutions at designated accounts
  - Role carrying brand management activities (50%) primarily focusing on developing/localizing assigned brand/s strategy, promotional campaigns & tactical plans within marketing budget in collaboration with TA head.
  - Responsible for meeting/exceeding customers ' expectations, in coordination and alignment with the internal stakeholders, as supporting the business to achieve their targets while managing the dynamic market changes.

Minimum Requirements:

## Education:

- University degree in science and/or business, marketing or Equivalent is preferred

Work Experience:

- 3 years project or brand management experience, with the healthcare/pharmaceutical sector
- Demonstrated operational skills and performance delivery, ideally in leading transformational change
- Establishing and managing strategic partners
- Customer experience management (services & solutions)

#### Skills:

- Agility.
- Asset Management.
- Commercial Excellence.
- Cross-Functional Collaboration.
- Customer Orientation.
- Digital Marketing.
- Healthcare Sector Understanding.
- Influencing Skills.
- Marketing Strategy.
- Negotiation Skills.
- Operational Excellence.
- Priority Disease Areas Expertise.
- Product Lifecycle Management (PLM).
- Product Marketing.
- Product Strategy.
- Stakeholder Engagement.
- Stakeholder Management.
- Strategic Partnerships.

#### Languages :

- English.

#### 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>

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: <https://talentnetwork.novartis.com/network>

Novartis South Africa is committed to promoting equity (race, gender, and disability) through the filling of this post with a candidate whose transfer/promotion/appointment will promote representivity in line

with the numerical targets as contained in our Employment Equity plan. While we are prioritizing designated groups, our selection process will still be based on the most suitable candidate, with the necessary skills and experience, as outlined in the job description.

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

Innovative Medicines

地点

South Africa

站点

Midrand

Company / Legal Entity

ZA01 (FCRS = ZA001) Novartis SA (Pty) Ltd.

Functional Area

Marketing

Job Type  
Full time

Employment Type  
Regular (Sales)

Shift Work  
No

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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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