

## Field Marketing Manager

Job ID  
REQ-10054314

7月 30, 2025

Malta

### 摘要

Supports the marketing activities carried out by Novartis Malta (as a part of the services rendered to Novartis Pharma Services AG) in relation to a specific portfolio of products of Novartis Affiliates, as assigned to the Field Marketing Manager (hereinafter referred to as the “Brands”), and drives focus, alignment and enthusiasm in the cross-functional team regarding those Brands, as well as when interacting with external and internal stakeholders. Adapts global Brand plans and strategies to local needs, identifies growth opportunities, supports the implementation of field Brand plans to achieve agreed marketing objectives.

The specific Brands that the Field Marketing Manager will be in charge of, will be determined by the Priority TA Head Oncology & Hematology Novartis Cyprus and Malta and may, at any time, be changed unilaterally by the Employer.

The Field Marketing Manager is also responsible for the promotion of products of Novartis Affiliates (the “Products”) and provides information on such Products to healthcare professionals in the assigned geographical region by employing various communication channels in compliance with the applicable legal and ethical requirements, and in line with Novartis strategies and policies.

The role supports the implementation of projects aimed at HCPs, as well as programs and projects for the benefit of patients. Thus, the Field Marketing Manager will attain his/her objectives in terms of proper positioning of Novartis and the Products

## About the Role

Major accountabilities:

- Oversees the development of local Brand plans in line with country and global Novartis standards and strategy.
- Recommends field plans to attain the agreed targets for Malta, including specific promotional and marketing activities, events and materials.
- Derives market insights by gathering information from stakeholders and market research, monitors market shares. Identifies and recommends various solutions for optimizing patient access to the Brands/assigned portfolio.
- Manages Brand-relevant promotional and marketing initiatives targeted at HCPs by ensuring their proper alignment and contributes to the development of contacts and communication in the context of the Brands between Novartis Pharma Services AG and external stakeholders (distributors, pharmacists, representatives of competent authorities and institutions, partners and service providers).
- Works and collaborates closely with peers who interact directly with HCPs in the relevant area, and joins forces with them to develop added value advertising concepts and programs, including pioneering projects and training to improve the chances to access HCPs for promotional purposes.
- Oversees the development and introduction of product materials intended for advertising campaigns, including various digital and OMNI channel communication solutions via different communication channels.
- Oversees the development of key Brand elements: marketing positioning, artwork, Brand identity, value propositions and messages.
- Maintains beneficial partnerships in connection with ongoing marketing and promotional activities with agencies and external partners in line with approved Novartis standards and procedures by ensuring alignment between agencies and the respective internal and external stakeholders.
- Takes part in arranging contracts with third-party service providers in relation to specific projects, promotional activities, events, materials. Oversees the vendor selection process, collects quotes, approvals, performance supervision, costs.
- Follows up on the outcomes and progress of plans and objectives by using appropriate tools and, where necessary, takes corrective actions to achieve agreed objectives.
- Leverages PR/media outlets to ensure a strong public profile of the Brands/product portfolio, always upon alignment with/approval by the Public Affairs Manager.
- Where necessary, contributes to the development of the Brand risk management plan.
- Regularly conducts on-site visits to stakeholders, including country medical experts, with whom he/she collaborates and partners at the highest level. Continuously enhances his/her market awareness (competitors, key medical experts, customer potential, etc.) to support Customer Engagement Leads in appropriate and efficient integration of advertising plans and strategies.
- Manages the budgets assigned to the Brands and/or product portfolio. Handles return

evaluations for tactical programs and, where necessary, adjusts investments in ongoing projects.

- Performs analyses and prepares country market share forecasts for the relevant Brands, as required by Novartis Pharma Services AG, and communicates thereof, including at specifically convened meetings of regional leaders and functions.
- Governs and inspires the members of extended Brand cross-functional teams by driving alignment and engagement, and offers guidance, where necessary.
- Continuously improves and enhances his/her knowledge of various activities and programs in the respective therapeutic area(s) by keeping track of any new and innovative solutions offered by both Novartis Affiliates and external partners.
- Maintains a database of KOLs and experts in the therapeutic area in the HCP interaction management system (currently OnCore), hereinafter referred to as the “CRM system”. Monthly plans and registers any undertaken visits to targeted HCPs.
- Capable of successfully deputizing and representing the Marketing Manager at certain meetings and in certain working groups.
- Establishes and develops in-depth business relationships with key HCPs, including leading experts of national significance in the respective area who are decision-makers in his/her assigned Territory. Where necessary, covers a target of selected outpatient professionals. First point of contact for HCPs and representatives of healthcare institutions in his/her assigned Territory;
- Develops and continuously enhances his/her knowledge of the respective therapeutic areas, the specific Products assigned, the patient journey, and messages so that HCPs and other Novartis associates perceive him/her as an expert in Novartis Products and therapies in the respective therapeutic area;
- Disseminates among HCPs only Product information that conforms to the marketing authorisation for the respective Product and/or is pre-approved or provided by Novartis, and only materials provided by Novartis;
- Adapts and prioritizes the targeting, positioning, and messages for various HCP segments;
- Promotes the Products through in-depth discussions and interactions with targeted HCPs by employing various channels that complement F2F meetings - virtual, mobile, or digital, to position him-/herself as a trusted and respected partner;

#### Key Performance Indicators:

- Achieved targets in line with allocated budgets.
- Attainment of agreed activities and objectives.
- Costs vs. budget.
- Key Account Managers' knowledge of the Brands measured with regular tests or assessments.
- Forecast accuracy.
- Management of the advertising budget in line with the agreed breakdown per stages, cost forecast accuracy and execution.
- Introduction and implementation of tactical plans and additional innovative projects.
- Access to and quality of interactions with stakeholders.
- Contact frequency, coverage of target customers according to the agreed visit plan.
- Trainings conducted according to plan.

#### Education:

- University degree in Medicine, Pharmacy, Biology, Chemistry, Dentistry or other relevant education in life sciences. Additional degree in Business or Economics will be considered an advantage.

Languages:

Fluency - written and spoken - in:

- English
- Maltese

Experience:

- At least 5 years ' experience in the pharmaceutical industry ( 3 of which at a Marketing & Sales or Medical department).
- Ability to develop excellent relationships with all key stakeholders and a very strong customer focus.
- Ability to conceive and implement projects, including pioneering ideas and solutions.
- Computer literacy and confident use of technology (MS Office, Social Media, Google Analytics).
- Digital marketing, Webinars, various Omni-channel engagement strategies, including RTEs.

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

Malta

站点

Malta

Company / Legal Entity

MTP0 (FCRS = CH024) NPHS AG RO Malta

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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