

Breast Cancer Product Specialist

Job ID
REQ-10054502

6月 09, 2025

Argentina

摘要

LI-Hybrid

Location: Buenos Aires, Argentina

Relocation Support: This role is based in Buenos Aires, Argentina. Novartis is unable to offer relocation support: please only apply if accessible.

Step into a role where your work directly empowers the fight against breast cancer. As a Breast Cancer Product Specialist, you ' ll be the vital link between strategic marketing and field execution—translating vision into action. You ' ll drive impactful campaigns, harness digital innovation, and collaborate across teams to ensure patients receive the right treatment at the right time. If you're passionate about making a difference and thrive in a dynamic, purpose-driven environment, this is your opportunity to shape the future of oncology care.

About the Role

Key Responsibilities

- Partner with the field force to ensure flawless execution of tactical marketing initiatives.
- Gather and analyze field insights to refine and optimize brand strategies.
- Drive omnichannel campaigns aligned with territory plans using digital and real-time data tools.
- Leverage AI tools to enhance campaign performance and customer engagement.
- Monitor KPIs and field feedback to assess and adjust marketing tactics.
- Conduct market analysis to identify trends, stakeholder needs, and growth opportunities.
- Translate strategic direction into actionable marketing plans that meet business goals.
- Collaborate with Medical and Access teams for integrated planning and execution.
- Support field force training to ensure alignment with brand strategy and messaging.
- Track competitor activities and market dynamics to inform tactical decisions.

Essential Requirements

- Bachelor ' s degree in Life Sciences, Marketing, Business Administration, or a related field.
- Minimum of 2 years of experience in marketing or field-based roles.
- Prior experience in oncology, preferably within the breast cancer therapeutic area.
- Proven ability to execute, monitor, and analyze tactical marketing plans.
- Fluency in both Spanish and English, with strong communication and presentation skills.
- Strong project management and organizational capabilities.
- Demonstrated ability to work cross-functionally and influence without direct authority.
- Analytical mindset with a focus on execution and digital tool utilization.

Desirable Requirements

- Experience working with AI-driven marketing tools or digital health technologies.
- Exposure to regional or global cross-functional collaboration in a pharmaceutical setting.

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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部门
International

Business Unit
Innovative Medicines

地点
Argentina

站点
Ramallo (Argentina)

Company / Legal Entity
AR01 (FCRS = AR001) Novartis Argentina S.A.

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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