

## Field Marketing Manager

Job ID  
REQ-10059922

8月 29, 2025

Macedonia

### 摘要

Managers of a regional or local sub function of sales e.g. Territory Sales etc., usually managing a small team as First Level Line Manager. Responsible for driving the sales operations plan and for achieving agreed sales and broader performance targets for their part of the organization/specific product area.

### About the Role

Major accountabilities:

- Oversees the development of local Brand plans in line with country and global Novartis standards and strategy
- Accountable for achieving own and team ' s agreed sales, productivity and performance targets.
- Creates and executes business plans to drive this achievement, and is responsible for

brands' strategic and tactical planning in line with company strategy and standards.

- Works independently to maintain existing clients and to develop new business opportunities.
- Manages and optimizes effective allocation of resources to deliver required business results.
- Manages area sales and expense budgets.
- 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 .
- Responsible for local advertising of Novartis medicines
- Manages relationships with key accounts' decision makers, key opinion leaders, patient associations; and other colleagues across business functions to achieve desired results.
- Masters product knowledge and disease area knowledge; and coach the team on the same.
- Gathers and is updated on required information regarding the market, key competitors' market data, pricing intelligence, key accounts etc. -Ensures Excellency in Customer Satisfaction and Customer Services.
- Complete all reporting and administrative requirements in a timely and accurate manner.
- Operates within Novartis compliance, policies and procedures; and creates a culture that ensures all reports, direct and indirect, do the same.
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt -Distribution of marketing samples (where applicable)

Key performance indicators:

- Achievement of sales revenue and market share targets vs plan -Management of operating expenses within agreed budgets through effective monitoring and reporting systems
- Customer Satisfaction and Key accounts relationship maintenance within the Assigned territory
- Field force efficiency, Product launch Success Rate
- Development of patient and customer centric programs
- Med Reps' performance within the assigned territory

Minimum Requirements:

Medical, Dentistry or Pharmaceutical Faculty

Work Experience:

- Sales in Healthcare / Pharma / related business.
- Pre-launch activities.
- Market Knowledge and Network is desirable.
- Able to understand changing dynamics of Pharmaceutical industry.

Skills:

- Analytical Skill.
- Change Management.
- Collaboration.
- Commercial Excellence.
- Compliance.
- Ethics.
- Healthcare Sector.
- Problem Solving Skills.
- Professional Communication.

- Team Work.

Languages :

- Macedonian
- English.

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

Macedonia

站点

Macedonia

Company / Legal Entity

MKP0 (FCRS = CH024) NPHS RO Macedonia

Functional Area  
Sales

Job Type  
Full time

Employment Type  
Regular (Sales)

Shift Work  
No

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