

## Customer Experience Manager

Job ID  
REQ-10060738

9月 02, 2025

Bulgaria

### 摘要

#### About the company

Novartis is the Number 1 pharmaceutical company in Europe helping patients to live better lives and have hope. In Bulgaria, Novartis is recognized as Top Employer for 2023, 2024 and 2025.

We are always looking to improve and change how we launch and market our products into a fast-changing market. How customers buy & engage with us is changing rapidly. How our customers learn about our products is changing rapidly.

We are bringing new, complex therapies to market all the time. We need to be more effective than ever to educate doctors and patients about what is new and the benefits that the new products can bring.

That is why we are looking for a new generation of Brand Managers to join the company to help us with this powerful purpose. We want to hire Brand Managers who have developed their core skills around insights, planning, end to end customer behavior change, multi-channel orchestrated communication and supporting great sales execution to join us.

You don't need to have a previous pharma or scientific background. We will train you up in the what you need to know about the pharma industry, our products, our go to market approach and our systems and processes.

About the role:

This is an exciting opportunity to join Novartis and transition your brand skills to the pharma industry. The opportunity is to lead the launch and development of a set of brands that are changing people's lives and health for the better.

This is a commercial role where you will deliver the plans that both optimize outcomes for patients and deliver growth, share and profitability for the short and long term.

You will be joining a team of field marketing managers to support them in building and executing their plans. You will be using your skills and expertise, from the get-go, to deliver key projects. At the same time, you will be learning the critical skills and knowledge about the Pharma industry that will allow you to take on increasing ownership and accountability.

This learning will come from a structured formal training program and, of course, from experience in the field. You will be supported by a senior marketing/people leader, who will work as your coach, to direct and access the relevant learning you need across the brand lifecycle.

You will be part of a community of people like you, joining our industry, across Region Europe and will be supported throughout your transition into our industry with a well-structured program so that you can be successful and create impact for our patients!

About you:

You are an experienced brand manager who has managed sophisticated brands and who wants to move into the health care business.

You will have skills in:

- Brand planning, brand launches, sales forecasting and reporting
- Developing deep understanding and insights around buyers, customers and their needs
- Mapping and understanding the end-to-end customer buying journey and how to create behavior change through different interventions
- Working with sales teams to deliver sales effectiveness
- Brand performance metrics and implementation of corrective actions when needed
- Operational excellence: support the implementation of innovative tools and solutions that that maximize access for customers and patients
- Managing agencies to deliver high quality work
- Working across a matrix of global and local
- Innovating marketing approaches to deliver more value to customers and earn more customer decisions in our favor

You need to be:

- Interested in the health care sector and how it can deliver amazing patient outcomes
  - Curious and willing to learn about a new industry
  - Action oriented and keen to make a difference in the world
  - Assertive mindset & strong commercial focus
  - Collaborative and able to inspire teams to work with you
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- Proactive and innovative, with a passion for identifying opportunities, breaking new ground, and fostering growth for others
- Strong background in digital marketing and OCE communication

We will teach you about:

- Our products and how they help patients
- How our customers work and how the health care industry works
- The Novartis approach on how we go to market and how we promote our products
- The regulatory environment around pharmaceuticals

## About the Role

### Growth

- Develop strategic marketing plans of existing brands and prepare launches of new brands in line with brand strategy
- Ensure that plans/strategies accommodate the changes taking place in the market and respond to customer needs.
- Monitor market trends, sales, product performance, and expenses conducting regular critical reviews against plans
- 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.
- Possess in depth knowledge of the customer/marketplace, key dynamics and company policies as well as up to date knowledge of key competitors and their likely strategies - translate into effective customer segmentation and customer specific tactics
- Map the patient journey of the disease, analyze the pain points and needs, deploy solutions to address them and monitor the impact through robust set of KPIs
- Anticipate future trends in disease management and market environment which are likely to affect the performance and potential of the product
- Develop and maintain strong working relationships with key customers to support current and future product objectives
- Develop and produce promotional tools and train sales force as well as drive cooperation with Business Excellence Execution unit in order to maximize growth
- Be recognized as the “Product Champion” by developing and continuously updating knowledge regarding therapies, allocated products and markets

## Productivity

- Forecasts and optimizes the allocation of resources within brand according to strategic priorities and to areas of high impact and drives effective use of resources according to commercial priorities
- Monitor and control product performance and adjust plans accordingly. Feedback to logistics department and assurance of forecast of inventory levels of allocated products ensuring continuous supply at minimum necessary inventory levels
- Cooperates and coordinates with other departments in order to benefit from exchange of information and best practice sharing
- Supports field force effectiveness ('right customer, right message, right frequency') to maximize impact of sales activity

## Innovation

- Aligns with Global branding initiatives to be aware of new application fields, treatment options, and outcomes results
- Share best practice and create network with global and other countries brand teams
- Develops innovative marketing concepts including e.g. partnerships, customer services and use of omnichannel assets (emails, webinars, HCP portals, social media, etc.)
- Uses health economics data and marketing material to communicate extended value or innovative characteristics
- Communicates additional sales opportunities to LT and region (e.g. specific patient group, product variation, substance dosage)
- Performs structured customer satisfaction surveys in cooperation with other functions on a regular basis

## People

- Communicate effectively within the organization to ensure the motivation and alignment of sales force and other key departments (Medical, Market Access and others) and to ensure the achievement of product objectives
- Functions as a role model for Novartis core values
- Actively drives diversity & inclusion across all hierarchy levels

## Job requirements:

- Driving Licence
- University degree in Business or Pharmacy
- Bulgarian Fluent, English C1
- At least 3-5 years of experience in Brand Management
- Being compliant with all internal processes, regulations and procedures (SOPs)
- Proper handling of Marketing Samples and ensuring of all related documents

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>

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up:  
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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  
Bulgaria

站点  
Bulgaria

Company / Legal Entity  
BG03 (FCRS = BG003) NPHS Bulgaria

Functional Area  
Marketing

Job Type  
Full time

Employment Type

Temporary (Fixed Term)

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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