

Customer Insights & Market Research Manager

Job ID
REQ-10064789

10月 16, 2025

Greece

摘要

We are looking for a Customer Insights & Market Research Manager to serve as the internal expert and trusted advisor on market research. This role will guide the organization in framing the right business questions, choosing the most appropriate research methodologies, and ensuring that studies generate clear, actionable insights. The consultant will support commercial and cross-functional teams in understanding customer needs, market dynamics, and business opportunities. In addition to this consultative focus, the role will also manage the operational aspects of vendor communication, contract management, and project execution to ensure quality and compliance.

About the Role

Key Responsibilities

- Act as the **internal research consultant**, advising teams on:
 - What questions to ask to address business challenges.

- Which methodologies (quantitative, qualitative, f2f, CATI, online, focus groups, in-depth interviews, etc.) are most appropriate.
- How to design studies to yield meaningful, actionable insights.
- Partner with Marketing, Sales, and Medical to ensure research directly informs strategic and tactical decisions.
- Consolidate and interpret findings, translating data into clear recommendations for the business.
- Stay current with research trends and innovative methodologies, introducing new approaches where relevant.
- Oversee vendor management and ensure effective communication with external research agencies.
- Manage contracts and documentation with vendors, ensuring alignment with company standards and compliance.
- Monitor budgets and timelines for research projects, ensuring efficiency and transparency.

Qualifications & Experience

- Bachelor's or Master's degree in Business, Market Research, Social Sciences, or related field.
- 5+ years of experience in market research, ideally with both agency and pharmaceutical/healthcare industry exposure.
- Deep knowledge of research methodologies and their applications across different business needs.
- Strong consulting and advisory skills: ability to translate business problems into research questions and research findings into actionable recommendations.
- Excellent stakeholder management and communication skills, with the ability to influence at different organizational levels.
- Experience in vendor and contract management is a plus.
- Analytical mindset with strong problem-solving skills.
- Fluency in English (written and spoken).

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

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
Universal Hierarchy Node

地点
Greece

站点
Metamorfosis

Company / Legal Entity
GR11 (FCRS = GR001) Novartis Hellas

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

[Apply to Job](#)

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.



Job ID
REQ-10064789

Customer Insights & Market Research Manager

[Apply to Job](#)

Source URL:

<https://www.novartis.com.cn/careers/career-search/job/details/req-10064789-customer-insights-market-research-manager>

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://talentnetwork.novartis.com/network>
3. <https://www.novartis.com/careers/benefits-rewards>
4. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Metamorfosis/Customer-Insights---Market-Research-ManagerREQ-10064789-1>
5. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Metamorfosis/Customer-Insights---Market-Research-ManagerREQ-10064789-1>