

Mature Brands Strategist

Job ID
REQ-10064834

10月 16, 2025

Greece

摘要

As a Mature Brands Strategist, you will play a pivotal role in driving the sustainable performance and market presence of the company's mature portfolio without a traditional sales force. Moving beyond classic marketing models, you will design and implement data-driven, digital-first (Dx) strategies that directly engage healthcare professionals and other key partners. You will work closely with Trade, Finance, Patient Access, Medical, and Regulatory to identify and activate commercial policies and partnerships that improve product availability, optimize pricing and channel strategy, and increase patient access. This role is designed for a marketer who thinks beyond conventional brand management; strategic, analytical, and business-minded, with the ability to turn insights into growth opportunities and measurable performance, while living our 'Grow with Responsibility' values and maintaining the highest standards of integrity.

About the Role

Key Responsibilities

Business-Driven Market Activation

- Identify and implement innovative commercial levers (e.g., pricing strategies, trade agreements, distribution optimization) in collaboration with Trade, Finance, and Patient Access, aimed at improving availability, patient access and driving performance.
- Monitor and analyze market dynamics, competitor moves, and channel performance to anticipate risks and unlock opportunities.

Digital-First Marketing & Communication

- Design and execute Dx initiatives targeting healthcare professionals (HCPs) e.g., direct communications, educational digital content, targeted campaigns – maximizing reach and engagement without a traditional field force.
- Lead omnichannel communication strategies ensuring consistent, compliant, and impactful messaging across all digital touchpoints.
- Measure performance of digital activities (engagement, reach) and optimize continuously.

Portfolio & Partnership Enablement

- Partner with the Head of Mature Brands & Growth Strategy to explore and implement strategic collaborations with external stakeholders that can expand market access and strengthen product availability.
- Support business cases for partnerships or new go-to-market approaches with data and insight-driven recommendations.

Operational Excellence & Compliance

- Ensure timely, compliant, and effective communication with HCPs and Regulatory Authorities on all matters related to the mature brands portfolio.
- Own and track marketing budgets, ensuring responsible spending.
- Apply rigorous governance in all activities, aligned with the company's ethical and compliance standards.
- Act as the marketing interface with Trade, Finance, Patient Access, Medical, and Regulatory to ensure initiatives are fully aligned with business priorities and compliant.
- Translate insights from analytics and market research into actionable strategies and tangible commercial results.

Qualifications & Experience

- University degree in Marketing, Business, Life Sciences, or related field; postgraduate qualification (MBA, MSc) preferred.
- 4-7 years of experience in pharmaceutical marketing, business development, or commercial strategy – ideally in environments without large sales teams or with modern omnichannel /

digital models.

- Proven expertise in digital-first marketing and engagement strategies (e.g., direct HCP communications, omnichannel activation, data-driven targeting, analytics-based decision-making).
- Strong commercial acumen with the ability to shape and implement commercial policies (e.g., pricing, channel optimization, trade agreements) that drive business performance.
- Excellent analytical and problem-solving skills; ability to translate data and market insights into growth actions.
- Fluency in English (written and spoken)

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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

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