

## Brand Associate

Job ID  
REQ-10074099

4月 17, 2026

Mexico

### 摘要

Act as a strategic and analytical partner to the Therapeutic Area, enabling high quality business decisions through performance analysis, market insights, and execution support. This role bridges strategy and execution, supporting both the Therapeutic Area Head and the Marketing Head by translating strategic priorities into actionable insights, disciplined follow up, and strong performance monitoring.

### About the Role

#### Key Responsibilities

##### 1. Strategic & Performance Analytics (Core Accountability)

- Analyze TA and brand performance (sales, market share, growth, ROI, and key KPIs).

- Generate actionable insights from internal and external data sources (e.g., IQVIA, CRM, field force data, campaign analytics).
- Prepare analytical inputs for Business Reviews, TA reviews, OBP cycles, and planning processes.
- Identify risks, opportunities, and market trends impacting TA strategy and execution.

## 2. Brand & Therapeutic Area Strategy Enablement

- Support the Marketing Head and TA Head in translating TA strategy into tactical and operational plans.
- Contribute to the development, tracking, and follow up of the One Brand Plan (OBP) from an analytical perspective.
- Support prioritization, segmentation, targeting, and resource allocation discussions.

## 3. Cross Functional Execution Support

- Collaborate closely with Sales, Medical, Value & Access, and Execution Excellence to ensure aligned execution.
- Provide analytical support to pre launch, launch, and post launch activities
- Ensure consistency of insights, priorities, and performance narratives across functions within the TA.

## 4. Governance, Planning & Follow up

- Prepare executive ready materials for TA governance forums (TA meetings, LT reviews, regional touchpoints).
- Track agreed priorities, milestones, and KPIs defined by the TA leadership.
- Ensure clarity, quality, and consistency of information presented to senior stakeholders.

## 5. Continuous Improvement & Capability Enablement

- Promote a data driven mindset within the Therapeutic Area.
- Propose improvements to dashboards, reports, and analytical tools.
- Partner with Integrated Insights and Execution Excellence to continuously evolve analytical capabilities.

## Requirements

- 1-2 years of experience in marketing plus pharma experience
- Bachelor's degree in marketing, administration or related
- Advanced English

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部门

International

Business Unit

Marketing

地点

Mexico

站点

INSURGENTES

Company / Legal Entity

MX06 (FCRS = MX006) Novartis Farmacéutica S.A. de C.V.

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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media. kalturaPlayer.loadMedia({entryId: "1_dgfvmafo"}); } catch (e) { console.error(e.message) }

```

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