

In-Market Brand Lead

Job ID
REQ-10076274

4月 23, 2026

South Africa

摘要

Job Description Summary

The position is responsible for achieving SFE monthly target for the assigned territory, customers or therapeutic area by promoting effectively the different ethical products to healthcare professionals through the execution of approved marketing strategies and programs. The position is also expected to collaborate with colleagues, use expertise and strong professional relationships to enable the right patient to get the right solution at the right time

About the Role

Major accountabilities:

Achievement of Market Share Target

- Demonstrate improvement on brand metrics through Brand awareness/ recall, message

retention, prescription intent and trial rate.

- Ensure positive customer experience in reference to Net Promoter score, Overall HCP satisfaction rating and HCP Retention rate
- Attain market share objective
- Achieve monthly sales targets
- Meet other set key performance indicators (KPIs)

Disease, Therapeutic & Product and Competitors Area

Mastery on product knowledge, clinical studies and updates on the assigned therapy area or following major areas:

Disease, therapeutic, product & competitors

- Ensure brand lead and key account activities are aligned to customer insights
- Acts as point of integration and collaboration for specific Novartis brands, in specific Territories /Accounts to ensure full 360-degree approach to account

Selling Expertise

- Demonstrate expertise on virtual patient-centric selling using omnichannel engagement tools and framework.
- Explore needs from customers ' perspective and adapting brand messages to enable the right patients to get the right solutions at the right time
- Effectively communicate brand messages and benefits to target customers aligned to the digital Marketing Communication Strategy
- Responsible for achievement of the Territory Plans and aims to deliver the required territory sales targets.

Pharmacy Engagement & Channel Execution

- Demonstrate strong understanding of the South African pharmacy channel, including independent pharmacies, pharmacy groups, and managed care / network pharmacies.
- Build and maintain effective partnerships with pharmacists, pharmacy managers, and key pharmacy stakeholders to drive brand advocacy and optimal product access.
- Execute pharmacy focused brand strategies aligned to in market objectives, including distribution, availability, substitution management, and promotional compliance.
- Leverage customer insights from the pharmacy setting to inform brand, KAM, and omnichannel engagement strategies.
- Collaborate cross functionally with Medical, Patient Access, and Commercial Excellence to deliver value added pharmacy services that enhance patient access and adherence.
- Track and analyze pharmacy level performance indicators (e.g. uptake, stock availability, campaign execution) and provide actionable feedback to Brand Lead and relevant stakeholders.

Market & Customer Acumen

- Demonstrate clear understanding on the needs and pain points of target HCPs and closely feedback to In-market Brand Lead/ Medical for more relevant content and programs.

Sales reports, updates and support

- Conduct regular brand/KAM reviews to ensure brand and KAM strategies are up-to-date and effective.
- Provide detailed reports and updates on projects implemented and other business-related expenses and all relevant business correspondence with the use of appropriate presentation tools/ equipment
- Always maintain business updates / advantages through training and other information source (internet, books, etc.).
- Use ONCORE for Congress, Events and Attendees
- Liquidate expenses in a timely manner
- Provide professional support in continuing medical education

Collaboration with Stakeholders

- Pro-actively collaborate with other Novartis stakeholders in sales and across functions (e.g. Medical, Patient Access) to achieve sales targets and when required to support cross-functional competencies
- Partner with the customers by providing value added services for patients

Ethics, Risk and Compliance

- Quality and Pharmacovigilance - Ensure teams ERC to good pharmacovigilance practice (GPVP), quality and adverse event reporting.
- Ensure awareness and understanding of the Novartis Code of Ethics and other ERC guidelines and policies (Speak Up Office, Pharmacovigilance, Anti-bribery, Conflicts of Interest, BeSure, etc.)
- Adhere to the highest ethical standards in the industry and abide by the Novartis Code of Ethics and other ERC guidelines and policies (Speak Up Office, Anti-bribery, Conflicts of Interest, BeSure, etc.)
- Report potential misconduct or violations to the Code of Ethics and other ERC guidelines to any of the following: Manager, CPO Head, Legal, ERC, P&O, Speak Up Office.
- Drive and ensure completion of all mandatory training programs and understanding for the team
- Reporting of adverse events / special case scenarios related to Novartis products to the within 24 hours of awareness

Minimum Requirements:

Education

- Education - Bachelor's Degree (Life Science or Equivalent, Commerce)

Work Experience:

- Established Network to target Customer Group desirable.
- At least 1 - 2 years of strong track record as a Specialist Representative or solid exposure in pharmaceutical selling i.e. brand selling and developing brand advocates
- Digital / engagement track record preferable

- Digital savvy
- Mastery on product knowledge, clinical studies and updates on the assigned therapy area
- Expert on patient-centric selling using omnichannel engagement tools and framework
- Demonstrated experience engaging with the pharmacy channel (retail and/or managed care) is desirable.
- Experience executing pharmacy campaigns, promotions, or channel specific initiatives will be an advantage.

Skills:

- Account Management.
- Commercial Excellence.
- Communication Skills.
- Compliance.
- Conflict Management.
- Cross-Functional Coordination.
- Customer Insights.
- Ethics.
- Healthcare Sector.
- Influencing Skills.
- Negotiation Skills.
- Selling Skills.
- Technical Skills.

Languages :

- 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>

Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally. [Read our handbook \(PDF 30 MB\)](#)

部门

International

Business Unit
Sales

地点
South Africa

站点
Midrand

Company / Legal Entity
ZA01 (FCRS = ZA001) Novartis SA (Pty) Ltd.

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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```
var config = { targetId: "kalturaplayer69ebd0480cc41490695641", provider: { widgetId:
```

```

"10m7rm1pm", partnerId: "2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause:
false, allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: {},
sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true,
showSpeedMenu: false }, css : "/modules/custom/arcticnckalturaaddon/css/kalturavideo.css",
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(KalturaPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(KalturaPlayer.plugins["transcript"]) { config.plugins["playkit-js-transcript"] = { position: "right", //
Default: bottom;('left', 'right', 'top', 'bottom') to enable transcript. expandMode: "over", // Default:
alongside;('alongside', 'hidden', 'over') expandOnFirstPlay: false, showTime: true, downloadDisabled:
false, printDisabled: false, disable: true }; } if (KalturaPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (KalturaPlayer.plugins["navigation"]) {
config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible:
false }; } if (KalturaPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; }
if (KalturaPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if
(KalturaPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if
(KalturaPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents =
[]; if (KalturaPlayer.plugins["googleAnalytics"]) { config.plugins.googleTagManager = {};
config.plugins.googleTagManager.customEventsTracking = {};
config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
config.plugins.googleTagManager.customEventsTracking.custom = [];
config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents:
false, playlistEvents: false, castEvents: false } }; }

```

```

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kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var
kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } // Load the Player for other
media. kalturaPlayer.loadMedia({entryId: "1_dgfvmafo"}); } catch (e) { console.error(e.message) }

```

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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