

## Brand Manager Oncology

Job ID  
REQ-10087534

十月 09, 2026

Spain

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### 摘要

Local Brand Managers OR global / regional / local sub-function specialisten binnen een specifieke marketing sub-functie.

Definieer productstrategie in overeenstemming met lokaal management en wereldwijde marketingafdeling en voer ondersteunende tactische plannen/projecten uit.

### About the Role

Major Accountabilities

•Bereidt inhoud van ge ï ntegreerde merkteams voor en startteams.

- ~Verantwoordelijk voor uitvoering, volgen en analyse van de overeengekomen tactische plannen om te zorgen voor de groei van de merk(en)
- ~Leiden van de ontwikkeling van promotionele activiteiten in lijn met interne SOP's en richtlijnen voor de gedragscode.
- ~Volgen en regelen van budgetten voor merken, prognoses en onkosten en de marketingmix beoordelen van het product om kosteneffectiviteit en resultaten te evalueren.
- ~Bepaalt inzichten over marktinzichten en kans via klantinteracties
- ~Voert centrale marketingactiviteiten uit en ook regionaal begonnen marketing-activiteiten
- ~Controleert productprestaties en externe omgeving met behulp van de juiste tools en het nemen van corrigerende acties als vereist om zakelijke doelen te halen
- ~Werk samen met marketing- en medische teams om activiteiten te maximaliseren: - Scoutcentra, KOLs en OLs per ziekte binnen toegewezen gebied - Identificeer specifieke behoeften voor elk segment van patiënten en de implicaties van de ziekte voor elk van hen binnen toegewezen gebied

## Key Performance Indicators

Local Brand Managers OR global / regional / local sub-function specialisten binnen een specifieke marketing sub-functie.

Definieer productstrategie in overeenstemming met lokaal management en wereldwijde marketingafdeling en voer ondersteunende tactische plannen/projecten uit.

## Work Experience

Interculturele ervaring  
 Operationeel management en uitvoering  
 Projectmanagement

## Skills

Digitale marketing  
 Marketingstrategie  
 Product Strategie  
 Vermogensbeheer  
 Productmarketing  
 Beheer van de levenscyclus van producten (Plm)  
 Inzicht in de zorgsector  
 Prioritaire ziektegebieden Expertise  
 Commerciële uitmuntendheid  
 Operationele uitmuntendheid  
 Klantgerichtheid  
 Wendbaarheid  
 Beïnvloedingsvaardigheden  
 Onderhandelingsvaardigheden  
 Betrokkenheid van belanghebbenden  
 Stakeholder Management  
 Strategische partnerschappen  
 Cross-functionele samenwerking

## Language

Engels

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

Primary location salary range  
€ 58,200.00 - € 108,000.00

部门  
International

Business Unit  
Sales

地点  
Spain

站点  
Barcelona Gran V í a

Company / Legal Entity  
ES06 (FCRS = ES006) Novartis Farmac é utica, S.A.

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regelmatig

Shift Work  
No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6accceffb77e2248799209", provider: { widgetId: "10m7rm1pm", partnerId:
"2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false, muted: false, loop:
false }, sources: { options: {}, startTime: 0 }, disableUserCache: "true", plugins: {}, sources: { options:
{}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu:
false }, components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets:
['Playback', 'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
kPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(kPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(kPlayer.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 (kPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (kPlayer.plugins["navigation"]) { config.plugins.navigation =
{ position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; } if
(kPlayer.plugins["hotspots"]) { config.plugins["playkit-js-hotspots"] = { disable: true }; } if
(kPlayer.plugins["moderation"]) { config.plugins["playkit-js-moderation"] = { disable: true }; } if
(kPlayer.plugins["info"]) { config.plugins["playkit-js-info"] = { disable: true }; } if
(kPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents = []; if
(kPlayer.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 } }; }
```

```
// Ensure the global player registry array always exists, regardless of embed type.
window.kalturaPlayerVideos = window.kalturaPlayerVideos || []; try { var thumbEmbedPromise =
thumbnailEmbed({config, mediaInfo: {entryId: "1dgfvmafo"}}); // thumbnailEmbed() returns a
Promise that resolves with the player instance // when the user clicks the thumbnail. Use .then() to
capture the player directly. thumbEmbedPromise .then(function(player) {
window.kalturaPlayerVideos.push(player); // Notify kalturadatalayer.js that a new player is ready so
it can // attach custom event listeners immediately, regardless of when // the user clicked the
thumbnail relative to page load. document.dispatchEvent(new CustomEvent('kalturaPlayerReady', {
detail: { player: player } })); }) .catch(function(error) { console.error(error); }); } catch (e) {
```

```
console.error(e.message) }
```

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