Brand Manager Oncology

Job ID
REQ-10087534

十一月 23, 2026

Spain

Na voljo v: Sloven š č ina | Deutsch | English | Espa ñ ol | Fran ç ais | Italiano | 日本語 | Nederlands | Р у с с | Т ü ř k | 中文

摘要

Local Brand Managers OR global / regional / local sub-function specialists within specific marketing sub-function.

Opredeliti strategijo izdelka v dogovoru z lokalnim upravljanjem in globalnim oddelkom za tr ž enje ter izvajati podporne takti č ne na č rte/projekte.

About the Role

Major Accountabilities

Pripravlja vsebino integriranih blagovnih znamk Teams in Launch Teams.

-Odgovoren za izvajanje, spremljanje in analizo dogovorjenih takti č nih na č rtov, da se zagotovi rast blagovnih znamk
-Vodenje razvoja promocijskih dejavnosti v skladu z internimi smernicami SOP in kodeksa ravnanja
-Spremljanje in nadziranje prora č una, napovedi in stro š ke blagovnih znamk in ocena tr ž ne kombinacije izdelka, da se oceni stro š kovno u č inkovitost in rezultate.
-S pomo č jo interakcij s kupci prepozna vpoglede in prilo ž nosti trga na obmo č ju
-Izvaja osrednje tr ž enjske aktivnosti, pa tudi regionalne tr ž ne dejavnosti
-Spremlja uspe š nost izdelkov in zunanje okolje z uporabo ustreznih orodij in po potrebi korektivne ukrepe za doseganje poslovnih ciljev
-Sodelujte z marketin š kimi in medicinskimi ekipami za č im ve č aktivnosti: - Skavtski centri, KOL in OLs po bolezni na dodeljenem ozemlju - Opredelite posebne potrebe za vsak segment bolnikov in posledice bolezni za vsakega od njih na dodeljenem ozemlju

Key Performance Indicators

Łocal Brand Managers OR global / regional / local sub-function specialists within specific marketing sub-function.

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Work Experience

Medkulturne izku š nje
Vodenje operacij in izvr š evanje
Vodenje projektov

Skills

Digitalni marketing
Tr ž na strategija
Strategija izdelkov
Upravljanje premo ž enja
Tr ž enje izdelkov
Upravljanje ž ivljenjskega cikla izdelka (Plm)
Razumevanje zdravstvenega sektorja
Strokovno znanje o prednostnih podro č jih bolezni
Komercialna odli č nost
Operativna odli č nost
Usmerjenost k strankam
Agility
Vplivanje na spretnosti
Pogajalske spretnosti
Sodelovanje dele ž nikov
Upravljanje dele ž nikov
Strate š ka partnerstva
Medfunkcionalno sodelovanje

Language

Angle š č ina

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)

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
Redni sodelavec

Shift Work
No

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