Brand Manager -Renal

Job ID
REQ-10093379

十一月 26, 2026

Japan

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摘要

Local Brand Managers OR global / regional / local sub-function specialists within a specific marketing sub-function. -Define product strategy in agreement with local management and global marketing department, and implement supporting tactical plans/projects.

About the Role

Major Accountabilities

-Prepara el contenido de los equipos de marca integrados y los equipos de lanzamiento.
-Responsable de la ejecuci ó n, seguimiento y an á lisis de los planes t á cticos acordados con el fin de asegurar el crecimiento de la(s) marca(s)

- Liderar el desarrollo de actividades promocionales de acuerdo con las directrices internas de los POE y del C ó digo de Conducta.
- Supervise y controle los presupuestos, previsiones y gastos de la marca y eval ú e la combinaci ó n de marketing del producto para evaluar la rentabilidad y los resultados.
- Identifica la informaci ó n y la oportunidad del mercado del á rea a trav é s de las interacciones con los clientes
- Ejecuta actividades centrales de marketing, as í como actividades regionales de marketing iniciadas
- Supervisa el rendimiento del producto y el entorno externo utilizando las herramientas adecuadas y tomando medidas correctivas si es necesario para cumplir con los objetivos del negocio
- Colaborar con equipos de Marketing y Medicina para maximizar las actividades: - Centros Scout, KOLs y OLs por enfermedad dentro del territorio asignado - Identificar necesidades espec í ficas para cada segmento de pacientes y las implicaciones de la enfermedad para cada uno de ellos dentro del territorio asignado

Key Performance Indicators

- Gerentes de marcas locales O especialistas globales / regionales / locales en sub-funci ó n dentro de una sub-funci ó n de marketing espec í fica.

- Definir la estrategia de productos de acuerdo con la gesti ó n local y el departamento de marketing global, e implementar planes/proyectos t á cticos de apoyo.

Work Experience

- Experiencia multicultural
- Gesti ó n y ejecuci ó n de operaciones
- Gesti ó n de proyectos

Skills

- Digital Marketing
- Estrategia de marketing
- Estrategia de producto
- Gesti ó n de Activos
- Comercializaci ó n de productos
- Gesti ó n del ciclo de vida del producto (Plm)
- Comprensi ó n del sector sanitario
- Experiencia en Á reas de Enfermedades Prioritarias
- Excelencia Comercial
- Excelencia operativa
- Orientaci ó n al cliente
- Agilidad
- Habilidades de influencia
- Habilidades de negociaci ó n
- Participaci ó n de las partes interesadas
- Gesti ó n de Grupos de Inter é s
- Alianzas estrat é gicas
- Colaboraci ó n multifuncional

Language

Ingl é s

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部门
International

Business Unit
Marketing

地点
Japan

站点
Toranomon (NPKK Head Office)

Company / Legal Entity
JP05 (FCRS = JP005) Novartis Pharma K.K.

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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