Brand Manager -Renal

Job ID
REQ-10093379

十一月 26, 2026

Japan

Disponibile in: Italiano | Deutsch | English | Espa ñ ol | Fran ç ais | 日本語 | Nederlands | P y c c к и й Sloven š č ina | T ü rk | 中文

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 i contenuti dei team integrati del marchio e dei team di lancio.
-Responsabile dell'esecuzione, del monitoraggio e dell'analisi dei piani tattici concordati al fine di garantire la crescita del/dei marchio/i

-Guida lo sviluppo di attivit à promozionali in linea con le linee guida interne e il Codice di condotta.
-Monitorare e controllare i budget, le previsioni e le spese del marchio e valutare il marketing mix del prodotto per valutare l'efficacia dei costi e i risultati.
-Identifica le informazioni e le opportunit à del mercato dell'area tramite le interazioni con i clienti
-Esegue attivit à di marketing centrali e attivit à di marketing avviate a livello regionale
-Monitora le prestazioni del prodotto e l'ambiente esterno utilizzando gli strumenti appropriati e adottando misure correttive se necessario per raggiungere gli obiettivi aziendali
-Collaborare con team di Marketing e Medical per massimizzare le attivit à : - Centri scout, KOL e OLI per malattia all'interno del territorio assegnato - Identificare esigenze specifiche per ogni segmento di pazienti e le implicazioni della malattia per ciascuno di essi all'interno del territorio assegnato

Key Performance Indicators

-Local Brand Managers OR global / regional / local sub-function specialists allinterno di una specifica sotto-funzione di marketing.

-Definire la strategia del prodotto in accordo con il dipartimento di gestione locale e marketing globale e implementare piani/progetti tattici di supporto.

Work Experience

-Esperienze interculturali
-Operations management and execution
-Project Management

Skills

-Marketing Digitale
-Strategia di marketing
-Strategia di prodotto
-Gestione delle risorse
-Marketing del prodotto
-Gestione del ciclo di vita del prodotto (Plm)
-Comprensione del settore sanitario
-Aree patologiche prioritarie Competenza
-Eccellenza Commerciale
-Eccellenza operativa
-Orientamento al cliente
-Agilit à
-Influenzare le competenze
-Capacit à di negoziazione
-Coinvolgimento degli stakeholder
-Gestione degli stakeholder
-Partnership strategiche
-Collaborazione interfunzionale

Language

Inglese

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
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
Regolare

Shift Work
No

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// 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 kaltura datalayer.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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