

# Brand Manager Oncology

Job ID  
REQ-10017161  
Aug 21, 2024  
Romania

## Summary

185+. This is the number of people dedicated to winning people`s heart and minds.

Our MISSION is to discover new ways to improve and extend people's lives. We use science-based innovation to address some of society's most challenging healthcare issues. We discover and develop breakthrough treatments and find new ways to deliver them to as many people as possible.

Responsible for the creation and execution of marketing plans for the assigned product portfolio. Leads the orchestration for the development and implementation of initiatives to drive customer satisfaction and positive experience with Novartis solutions for patients and HCP needs beyond medicines. Accountable for driving and optimizing profitability, sales, market share growth and revenue. Elaborate local strategy and tactical plans for a specific customer group and ensure their implementation; this includes developing close relationships and calling on targeted customers as well as executing field activities.

## About the Role

### Major accountabilities:

- Understand in depth collaborators needs, expectations, behaviors and digital profiles in collaboration with Field Force and BEE to advise portfolio and asset strategy at local level
- Primary market research: HCP primary market research, concept testing, campaign testing, ATUs, etc. Secondary market research (data analysis, desk research, etc) to foster into situation analysis for brand planning done at local level;
- Meaningful field presence / customer interaction days, including but not limited to F2F visits, Business lunches, Events, F2F and virtual call etc (as per company communicated target in yearly objectives but no less than 20% working time)
- Partner with BEE to translate brand strategic imperatives into omnichannel customer engagement in order to build customer experience across channels and drive customer engagement
- Supervise national product performance and analyze impact of OCE execution in collaboration with BEE and sales managers in order to continuously improve impact by adjusting plans accordingly

### Key performance indicators:

- Market share & market share growth -Performance management and employee relations, feedback, meetings, surveys (i.e. Field Force, Marketing capabilities, Global Marketing, Medical Department, Regulatory Department) -Ensure full compliance to all regulatory requirements

### Minimum Requirements:

- English - proficient level (writing and speaking).
- Required minimum 3 to 5 years previous experience in commercial roles
- Critical thinking: cross functional Medico/Marketing/Max strategy & tactics elaboration and implementation
- Growth mindset: Curiosity, innovative demeanor, creativity, agility, learning appetite
- External Focus - Customer relationship management - Customer satisfaction orientation

### **Why consider Novartis?**

766 million lives were touched by Novartis medicines in 2021, and while we're proud of this, we know there is so much more we could do to help improve and extend people's lives.

We believe new insights, perspectives and ground-breaking solutions can be found at the intersection of medical science and digital innovation. That a diverse, equitable and inclusive environment inspires new ways of working.

We believe our potential can thrive and grow in an unbossed culture underpinned by integrity, curiosity and flexibility. And we can reinvent what's possible, when we collaborate with courage to aggressively and ambitiously tackle the world's toughest medical challenges. Because the greatest risk in life, is the risk of never trying!

### **Imagine what you could do at Novartis!**

**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>

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<https://talentnetwork.novartis.com/network>

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

Division

International

Business Unit

Innovative Medicines

Location

Romania

Site

Bucuresti

Company / Legal Entity

RO07 (FCRS = RO007) NOVARTIS PHARMA SERVICES ROMANIA S.R.L

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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