

Group Marketing Manager

Job ID
REQ-10020956
Sep 05, 2024
Australia

Summary

Novartis Pharmaceuticals, a global leader in the pharmaceutical and healthcare industry, is currently seeking a highly skilled and experienced individual to join our Neuroscience function as Group Marketing Manager. Join us in our mission to reimagine medicine and make a positive impact on patients' lives. With a rich legacy spanning over 250 years, we combine cutting-edge medical science with innovative technology to develop life-changing medicines and healthcare solutions.

In this role, you will have the opportunity to develop and implement strategic marketing plans for a designated group of products. Collaborating closely with cross-functional teams and key stakeholders, you will play a crucial role in driving the success and growth of our products. Your strong and authentic leadership will be essential as you work in collaboration with the Country Therapy Area Head.

About the Role

Develop and execute strategic marketing plans for the assigned group of products.

- **Conduct thorough market research and analysis to identify market trends, competition, and customer needs.**
- **Position and brand the products effectively to differentiate them in the market.**
- **Collaborate with cross-functional teams, including medical affairs and sales, to ensure impactful messaging to target audiences.**
- **Monitor market dynamics, including changes in customer needs, competition, and regulatory developments, using this information to identify market opportunities and develop marketing strategies.**

- **Lead product launches, working closely with stakeholders to ensure successful and coordinated launch strategies.**
- **Build and nurture relationships with key opinion leaders (KOLs) to gather insights and influence product perception.**
- **Manage the marketing budget for the assigned product group, effectively allocating resources and ensuring a strong return on investment.**
- **Stay up to date with industry trends, therapeutic areas, and market dynamics.**

Requirements:

- **Bachelor's degree in marketing, Business, or a related field. Advanced degree preferred.**
- **Minimum of 8 years of marketing experience in the pharmaceutical industry, focusing on product management and strategic planning.**
- **Proven track record of successful product launches and impactful marketing campaigns.**
- **In-depth knowledge of the pharmaceutical industry, therapeutic areas, and market dynamics.**
- **Excellent analytical and strategic thinking abilities, with a data-driven decision-making approach.**
- **Exceptional communication and interpersonal skills, collaborating effectively with cross-functional teams and building strong relationships with key stakeholders.**
- **Strong project management skills, prioritizing and managing multiple projects simultaneously.**

If you are a seasoned marketing professional with a passion for the pharmaceutical industry and a track record of driving successful marketing strategies, we invite you to apply for the position of Group Marketing Manager at Novartis Pharmaceuticals. Join us in our mission to reimagine medicine and make a positive impact on patients' lives.

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

Australia

Site

New South Wales (NSW)

Company / Legal Entity

AU04 (FCRS = AU004) AU Pharma Pty Ltd

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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