

Product manager (Hematology)

Job ID
REQ-10004585
May 02, 2024
Russian Fed.

Summary

Are you ready to make a 180-degree career shift?

Do you have marketing experience in diverse industries, eager to dive into the world of pharmaceuticals? You always dream to deliver impact in this world. Be part of the Company who is reimagine medicine to improve and extend people's lives. Join our marketing team at Novartis, where we're seeking talented individuals like you to bring fresh perspectives and diverse skills to our team.

About the Role

Location: Moscow

Now we are looking for Product Manager (Hematology).

Your responsibilities include, but are not limited to:

- Develop strategic marketing plans of existing brands and prepare launches of new brands in line with brand strategy
- Possess in depth medical knowledge of the products, provide medical inputs to marketing strategy and promotional and advertising tools
- Possess in depth knowledge of the customer/marketplace, key dynamics and company policies as well as up to date knowledge of key competitors and their likely strategies – translate into effective customer segmentation and customer specific tactics
- Map the patient journey of the disease, analyze the pain points and needs, deploy solutions to address them and monitor the impact through robust set of KPIs
- Forecasts and optimizes the allocation of resources within brand according to strategic priorities and to areas of high impact and drives effective use of resources according to commercial priorities
- Monitor and control product performance and adjust plans accordingly. Feedback to logistics department and assurance of forecast of inventory levels of allocated products ensuring continuous supply at minimum necessary inventory levels

[Reimagine what you could do at Novartis \(youtube.com\)](https://www.youtube.com/watch?v=195...)

What you'll bring to the role:

- 2-4 years of marketing experience in diverse industries (except pharmaceutical experience)
- Bachelor's degree in business, marketing or a related field.
- Strong strategic marketing skills and omnichannel execution.
- Strong analytical skills and the ability to derive insights from data to inform strategic decision-making.
- Excellent communication and interpersonal skills, essential for collaborating effectively across teams and

building relationships.

- Proactive attitude with a hunger for learning and a willingness to embrace new challenges.

What we offer for you:

Temporary position

Competitive salary and annual bonus level,

medical insurance (for the employee and children, additional discount given for close relatives),

life insurance, meal allowance, mobile compensation, flexible working hours, internal and external educational courses and trainings, 3 additional days of paid vacation, professional and career development opportunities (locally as well as worldwide).

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>

Commitment to Diversity and Inclusion:

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

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up:

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

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Division

International

Business Unit

Innovative Medicines

Location

Russian Fed.

Site

Moscow (City)

Company / Legal Entity

RU07 (FCRS = RU007) Novartis Pharma LLC

Functional Area

Marketing

Job Type

Full time

Employment Type

Temporary (Fixed Term)

Shift Work

No

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