

ASCVD Brand Manager

Job ID
REQ-10019951
Sep 03, 2024
South Korea

Summary

- Location: Seoul, Korea #LI-Hybrid
- Local Product Manager 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

Key Responsibilities:

- Prepares content of Integrated Brand Teams and Launch Teams.
- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brand(s)
- Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.
- Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results.
- Identifies area market insights and opportunity via customer interactions
- Executes central marketing activities as well as regional initiated marketing activities
- Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives
- Collaborate with Marketing and Medical teams to maximize activities:
 - Scout centers, KOLs and OLs by disease within assigned territory
 - Identify specific needs for each segment of patients and the implications of the disease for each of them within assigned territory

Essential Requirements:

- 5+ years of proven track record of marketing experience in pharmaceutical industry
- Experience in independently leading brand end-to-end strategy and execution
- Leading a project team comprised of cross-functional team and actively creating a friendly environment for

new product launches

- Skills of creating an environment for disease diagnosis
- Self-motivated in the design and execution of new projects

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Commitment to Diversity and Inclusion:

Novartis is an Equal Opportunity Employer and take pride in maintaining a diverse environment. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, gender, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status. We are committed to building diverse teams, representative of the patients and communities we serve, and we strive to create an inclusive workplace that cultivates bold innovation through collaboration and empowers our people to unleash their full potential.

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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Division

International

Business Unit

Innovative Medicines

Location

South Korea

Site

Seoul

Company / Legal Entity

KR01 (FCRS = KR001) Novartis Korea Limited

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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