

Brand Manager

Job ID
REQ-10020983
Sep 02, 2024
Saudi Arabia

Summary

Development, implementation and accountability for operational plans which optimize profitability, market share and revenue growth for a brand (s) in the short and long term.

About the Role

Major accountabilities:

- 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

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:

Work Experience:

- **Major accountabilities:**
- Proactive development of marketing and promotional mix to meet brand objectives and customer needs.
- Monitor business performance and external environment via appropriate tools to deliver corrective action as required to meet business objectives.
- Liaison with external agencies to deliver initiatives for the brand.
- Accurate management of budgets for brand.
- Creates and delivers operational plans appropriate to life cycle of brand to optimize return for Novartis.

- Understanding and use of marketing principles and C4/MPH process to deliver to customer needs.
- Disease and market understanding to develop customer insights through appropriate techniques/tools.
- Support and Build team to achieve team goals.
- Management of external agencies to meet team goals.

- **Requirements:**

- University degree or equivalent in Science, Marketing or Business qualification.
- Minimum 3-5 years of Brand Management experience is preferred.
- **Solid understanding of CRM business and Saudi market is essential.**
- Sustainable performance track record.
- Launch experience is a must have.
- Renal experience will be a plus.
- Excellent analytical, presentation and communication skills.
- Proven exceptional external customer focus and building strong relationship with KOLs.
- Ability to bring strategy to life through execution.
- Proven ability to work cross-functionally.
- Problem solver; able to assess and solve complex problems using qualitative and quantitative analysis.
- Curious, creative and up to date with latest trends and marketing best practices

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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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

Saudi Arabia

Site

Riyadh

Company / Legal Entity

SA01 (FCRS = SA001) Novartis Saudi Arabia Ltd

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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