

Brand Manager - Immunology

Job ID
REQ-10024382

10月 02, 2024

Spain

摘要

- 特定营销子职能中的本地品牌经理或全球/区域/本地子职能专家。
- 与当地管理层和全球营销部门一致制定产品战略，实施支持战术计划/项目。

About the Role

Major Accountabilities

- 准备集成品牌团队和发布团队的内容。
- 负责执行、监测和分析一致同意的战术计划，以确保品牌的成长
- 按照内部 SOP 和行为准则章程领导制定宣传活动。
- 监测和控制品牌预算、预期支出和费用，并评估产品的营销组合方案以评估成本效益和结果。
- 通过与客户互动来获得对区域市场的洞察力并找出机遇
- 举办集中营销活动以及区域性营销活动

•使用适当工具监测产品性能和外部环境,并在需要时采取调整措施以实现经营目标
•与营销和医疗团队协作,以最大限度地扩大活动:- 在指定区域内按疾病划分的童子军中心、KOLs 和 LL - 确定每个患者段的特定需求以及疾病对指定区域内每个患者的影响

Key Performance Indicators

- 特定营销子职能中的本地品牌经理或全球/区域/本地子职能专家。
- 与当地管理层和全球营销部门一致制定产品战略,实施支持战术计划/项目。

Work Experience

跨文化经历
运营管理和执行
项目管理

Skills

数字营销
营销策略
产品策略
资产管理
产品营销
产品生命周期管理 (PLM)
对医疗保健行业的理解
重点疾病领域专业知识
商业卓越
卓越运营
以客户为导向
敏捷
影响技能
谈判技巧
持份者参与
利害关系人管理
战略合作伙伴
跨职能协作

Language

英语

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>

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/network>

Benefits and Rewards: Read our handbook to learn about all the ways we 'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

部门

International

Business Unit

Innovative Medicines

地点

Spain

站点

Barcelona Gran V í a

Company / Legal Entity

ES06 (FCRS = ES006) Novartis Farmac é utica, S.A.

Alternative Location 1

Madrid Delegaci ó n, Spain

Functional Area

Marketing

Job Type

Full time

Employment Type

正式

Shift Work

No

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