

## New Product Planning Manager Jr

Job ID  
REQ-10031110

1月 31, 2025

Brazil

### 摘要

Marketing leader for pipeline products. Develop and drive the execution of brand marketing plans to prepare for the early launch of the product or indication.

### About the Role

Key responsibilities:

- Support with high-quality timely marketing input from the market and implement tactical plans/projects to maximize the value of the brand(s) through life cycle management -To ensure the long-term presence of products portfolio at the pharmaceutical market following the strategic goals -To identify the most effective market segments to promote products, the most promising target -To study medical and marketing information on products of the company to define their benefits, market share, positioning relatively to target groups of competitors, marketing promotion strategy in accordance to defined target groups.

- To study the socio-demographic characteristics of consumers, their needs, criteria and attitudes to consumption patterns of strategic products.
- To plan product insight generation and co-create strategy in accordance with budget.
- To plan the supply and demand for products within the area of responsibility, create cycle plans, implementation and forecasts turnover (launch readiness reviews meetings, rolling forecast).
- Prioritize resources and activities towards excellence and establish the appropriate processes and KPIs to execute and track, reporting progress and insights regularly to key stakeholders involved.
- Support Head of Marketing in building the annual budget and in management of the monthly financial forecasting of total investments -Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt

#### Essential Requirements:

- Minimum 1 year of experience in marketing roles in the specialty care market.
- Operations Management and Execution.
- People and Project Management capabilities.
- Proven Ability to Develop trust-based relationships with key stakeholders.
- Fluent English.

Why Novartis: Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

You'll receive: Competitive salary, annual bonus, life insurance, home office policy (home office 2x a week), retirement and wellbeing plans, flexible working arrangements, birthday day-off, parental leave, subsidized dining facilities, health insurance, employee recognition platform, Gympass, employee resource groups and virtual self-development tools.

If you want to learn more about our benefits, you can access the Novartis Life Handbook: <https://www.novartis.com/careers/benefits-rewards>

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: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Careers: <https://www.novartis.com/careers>

Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

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部门

International

Business Unit

Innovative Medicines

地点

Brazil

站点

Santo Amaro

Company / Legal Entity

BR03 (FCRS = BR003) NOVARTIS BIOCIENTIAS S.A

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work  
No

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