

## Brand Manager

Job ID  
REQ-10031401

2月 12, 2025

India

### 摘要

Local Brand Managers 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

#### Job Description Summary

Local Brand Managers 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.

## Job Description

### Major accountabilities:

- Local Brand Managers 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.
- Develops brand strategy, promotional campaigns & tactical plans within marketing budgets. prepares content of Integrated Brand Teams and Launch Teams. Runs market research programs & market insights for responsible brand and monitors /anticipates market development.
- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brand(s) -Lead the cross-functional local/regional brand Team, incl. coordination of Integrated Product Strategy Plan, and monitoring the execution of objectives
- 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 -Compliance with applicable policies, procedures and other regulations.
- Within assigned territory, develop business through specific projects and services and initiatives at center / hospital / ASL / territorial outpatient clinic level. Map key services to patients (patient support program) offered inside and outside of key hospital centers (competition, etc...)
- Monitor execution of regional/local tactics, assuring excellence and coherence with Novartis strategy & customer needs, 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
  - Reporting of technical complaints /adverse events /special case scenarios related to Novartis products within 24 hours of receipt
- Distribution of marketing samples, where applicable, 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:

- Brand Positioning Go-To-Market Models Customer intelligence, brand intelligence Identify opportunities to win (HCP segments and patient types)
- Brand Management Ability to work and lead (a cross-functional team) in a matrix environment Business case management MBA preferred
- MBA

Desirable Requirements: Cardiovascular experience

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>

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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.

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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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International

Business Unit  
Universal Hierarchy Node

地点  
India

站点  
Mumbai (Office)

Company / Legal Entity  
IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

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