

Integrated Business Insight Manager

Job ID
REQ-10031450

12月 30, 2024

Italy

摘要

- Esplorare, sviluppare, implementare e valutare soluzioni di innovazione digitale che rispondano alle esigenze dei clienti. Co-creare con i principali stakeholder per costruire partnership e collaborazioni
- Guidare la consegna di più progetti attraverso una varietà di canali creativi e di marketing, tra cui la stampa e i media digitali. Sviluppare e coordinare i piani di progetto nelle fasi di progettazione, sviluppo e produzione di un progetto per supportare la consegna di successo entro i KPI impostati.
- Lavora in collaborazione con i team del marchio, i team tecnici e tutte le funzioni per massimizzare il valore
- Fornisce consulenza, consulenza e assistenza sulla strategia per la commercializzazione dei prodotti e influenza il team operativo di marketing/marketing vendite sul processo decisionale sull'allocazione delle risorse della forza vendita nei modi più ottimali, attraverso la consegna di progetti basati sull'analisi comprovata.
- Fornire supporto analitico ai clienti interni di Novartis

About the Role

Key responsibilities:

- As Integrated Business Insight manager you will play a key role in supporting the strategy definition of therapeutic areas and IBEEM team providing insights and partnering with the stakeholders
- Gather, analyze and interpret data from different internal and external data sources (market research, internal data analysis and more)
- Generate actionable insights to inform and co-create business strategy and decision making for the TAs
- Be SPOC for Integrated Business Insight team in TAs
- Explore and scout the opportunity to leverage on the existing data with a centralized approach (key insights in one place)
- Work in synergies and collaborate with IBEEM teams to ensure data generation will be beneficial for our value proposition, especially for the development of personalized customer journey
- Partner with Finance / Region Europe / Global Teams to ensure consistency of the insights at the country level with the above country view
- Successfully partner with internal and external stakeholder groups (including the management of external agencies/partners)

Essential requirements:

- University Degree (STEM area is preferred)
- Italian and English on a fluent level
- 3+ years in the pharmaceutical industry
- Relevant experience in data management & insights generation
- Experience in roles interacting cross functionally in a matrix environment with proven ability in influencing and negotiating skills, team working, business partnering, management of multiple stakeholders
- Experience working with Global and Regional teams
- Innovative mindset and desire to learn/acquire new skills to bring a significant change in the way we collect and use customer data
- Strategic thinker with analytical and creative problem-solving capabilities;
- Accountable, responsible and willing to take ownership;
- Good project/process management skills and good communication skills
- Good understanding of data analysis trends & evolution, with excellent skills in dealing with excel and power point tools

Desirable requirements:

- Expertise in business analysis / market research
- Knowledge of data architecture, techniques and data science

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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部门

International

Business Unit

Innovative Medicines

地点

Italy

站点

Milano

Company / Legal Entity

IT08 (FCRS = IT008) Novartis Farma S.p.A.

Functional Area

Marketing

Job Type

Full time

Employment Type

Regolare

Shift Work

No

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