

Marketing Manager Neuroscience

Job ID
REQ-10052747

5月 26, 2025

Mexico

摘要

- Gerentes de marcas locales O especialistas globales / regionales / locales en sub-funci ó n dentro de una sub-funci ó n de marketing espec í fica.
- Definir la estrategia de productos de acuerdo con la gesti ó n local y el departamento de marketing global, e implementar planes/proyectos t á cticos de apoyo.

About the Role

Key Responsibilities

- Lead the development and execution of customer-centric marketing strategies across all segments and channels
- Translate brand strategy into impactful campaigns that drive competitive advantage and market

growth

- Guide cross-functional teams with strategic direction to prioritize high-value activities and investments
- Conduct market analysis and benchmarking to inform marketing programs and tactical decisions
- Collaborate with HCP and patient marketers to develop compelling lead assets and engagement tools
- Align with global and regional stakeholders on brand lifecycle planning and financial forecasting
- Define brand positioning, pricing, packaging, and promotional strategies for product launches
- Coordinate with field teams to ensure seamless execution of marketing strategies and customer engagement
- Manage agency relationships to ensure timely and effective campaign execution
- Build internal and external networks to share best practices and enhance marketing effectiveness

Essential Requirements

- Minimum 5 years of experience in marketing or field management within the pharmaceutical industry
- Proven ability to lead brand strategy and execute integrated marketing campaigns
- Strong understanding of customer engagement across healthcare professionals and patient segments
- Demonstrated experience in financial planning and execution, including managing budgets over \$1.5M USD
- Excellent strategic thinking, business acumen, and decision-making skills
- Advanced proficiency in English, both written and verbal
- Strong leadership and stakeholder management capabilities
- Ability to adapt in a dynamic environment and manage multiple projects simultaneously

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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部门

International

Business Unit

Innovative Medicines

地点

Mexico

站点

INSURGENTES

Company / Legal Entity

MX06 (FCRS = MX006) Novartis Farmac é utica S.A. de C.V.

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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Ajustes de accesibilidad

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