

Renal Marketing Lead

Job ID
REQ-10053183

5月 28, 2025

Argentina

摘要

- Gerentes de marcas locales O especialistas globales / regionales / locales en sub-función dentro de una sub-función de marketing específica.
- Definir la estrategia de productos de acuerdo con la gestión local y el departamento de marketing global, e implementar planes/proyectos tácticos de apoyo.

About the Role

Key Responsibilities

- Develop and execute innovative, insight-driven marketing strategies aligned with the CRM therapeutic area vision.
- Lead the launch of new renal assets with a digital-first, differentiated go-to-market strategy.
- Conduct market analysis to identify trends, stakeholder needs, and opportunities for growth.

- Drive omnichannel engagement and field activation using real-time data and digital platforms.
- Collaborate cross-functionally and align with global and regional stakeholders for seamless execution.
- Translate strategic direction into actionable marketing plans that support business objectives.
- Manage brand budgets, forecasts, and expenses to ensure cost-effective marketing execution.
- Integrate AI tools and approaches into renal marketing workflows to enhance performance.
- Monitor and optimize marketing mix using performance metrics and analytics dashboards.
- Ensure compliance with internal policies and external regulations in all marketing activities.

Essential Requirements

- Bachelor ' s degree in Pharmacy, Life Sciences, Marketing, or a related field.
- Minimum of 5 years of pharmaceutical industry experience, including marketing and market access roles.
- Proven success in launching or pre-launching pharmaceutical products in complex healthcare environments.
- Strong digital and data literacy, with the ability to interpret analytics and drive data-informed decisions.
- Strong understanding of the healthcare system and regulatory environment in Argentina.
- Demonstrated ability to lead cross-functional teams and influence without authority.
- Experience working with digital marketing platforms, CRM tools, and performance analytics.
- Fluency in both Spanish and English, with excellent communication and presentation skills.

Desirable Requirements

- Knowledge of market access strategies and their integration into commercial planning.

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部门
International

Business Unit
Innovative Medicines

地点
Argentina

站点
Ramallo (Argentina)

Company / Legal Entity
AR01 (FCRS = AR001) Novartis Argentina S.A.

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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