

Cardiovascular Marketing Lead

Job ID
REQ-10053582

6月 11, 2025

Argentina

摘要

LI-Hybrid

Location: Buenos Aires, Argentina

Relocation Support: This role is based in Buenos Aires, Argentina. Novartis is unable to offer relocation support: please only apply if accessible.

Are you ready to shape the future of cardiovascular care in Argentina? As the Cardio Marketing Lead at Novartis, you ' ll be at the forefront of launching innovative therapies and driving strategic marketing initiatives in a dynamic, greenfield environment. This is your opportunity to lead with purpose—crafting data-driven campaigns, collaborating across functions, and influencing the healthcare landscape with bold, patient-centered strategies. Join us in transforming lives through science and innovation.

About the Role

Key Responsibilities:

- Develop and execute innovative, insight-driven marketing strategies aligned with the Cardio vision.
- Conduct market analysis to identify trends, stakeholder needs, and data gaps for strategic decisions.
- Lead launch planning for new cardio assets with integrated, differentiated go-to-market strategies.
- Drive digital engagement and field activation using real-time data and digital platforms.
- Collaborate cross-functionally and align with global and regional stakeholders for seamless execution.
- Manage brand budgets, forecasts, and expenses to ensure cost-effective marketing outcomes.
- Translate strategic direction into actionable marketing plans that support business growth.
- Leverage digital analytics to refine tactics and optimize content in real time.
- Support omnichannel campaign planning using CRM platforms and segmentation tools.
- Ensure compliance and integrity in all marketing initiatives, aligned with internal and external standards.

Essential Requirements

- Bachelor ' s degree in Pharmacy, Life Sciences, Commercial, Marketing, or a related field.
- Minimum 5 years of experience in the pharmaceutical industry, including marketing or market access roles.
- Strong understanding of Argentina ' s healthcare system and regulatory environment.
- Proven success in managing complex projects and cross-functional collaboration.
- Experience in product launches and pre-launch planning.
- High digital fluency and familiarity with digital marketing tools and platforms.
- Strong analytical skills with the ability to translate data into actionable insights.
- Excellent communication and influencing skills across diverse teams and stakeholders.

Desirable Requirements

- Familiarity with digital-first product launches and omnichannel marketing strategies.
- Working knowledge of real-time analytics tools such as Power BI or Adobe Analytics.

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

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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