

## Lead, Integrated Insights & Planning

Job ID  
REQ-10063564

10月 14, 2025

Japan

### 摘要

Collect valuable insights through managing primary and secondary research to identify business opportunity, support to structure strategic planning process & brand health governance. Suggest actionable insights from qualitative data, identify trends, assess strategies, competitive intelligence, with the ultimate goal of enhancing customer experiences.

### About the Role

Your responsibilities include, but are not limited to:

- Lead and interpreting market research data, generating reports, and presenting finding to cross-functional stakeholders as business partner
- Understand business objectives and design surveys to discover prospective customers ' preferences, and market dynamics including internal / external environment

- Provide competitive analysis on various companies market offering, identify market trends, business models, sales and methods of operation
- Newly propose to relevant members (e.g. TA, Cx strategy) business direction through integrated insights
- Track KPI of key brands to assess the progress of strategy
- Develop and execute training programs to improve marketing capability and locally implementing strategic framework

Minimum requirements:

- A University level (bachelors) degree in relevant subject

Experience/Professional requirement:

- Work experience in pharma/medical field
- Marketing, consulting and/or market research experience
- Excellent verbal and written communication skills with both internal and external audiences
- Ability to champion change and drive innovative thinking
- Intense curiosity, collaborative spirit, empathy, and passion for problem solving

Language Skill:

- Japanese: Native level
- English: Business level

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部門  
International

Business Unit  
Marketing

地点  
Japan

站点  
Toranomom (NPKK Head Office)

Company / Legal Entity  
JP05 (FCRS = JP005) Novartis Pharma K.K.

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

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してください。



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