

## Junior Customer Insights & Product Manager

Job ID  
REQ-10065734

12月 02, 2025

Poland

### 摘要

#LI-Hybrid

As a Junior Customer Insights & Product Manager, you will support the development and execution of brand strategies through data-driven insights. Working closely with cross-functional teams, you'll help shape our customer engagement and omnichannel initiatives, ensuring our marketing actions are grounded in a deep understanding of healthcare professionals' needs and preferences.

### About the Role

Key Responsibilities:

- Support the creation and execution of brand and promotional strategies using customer insights and market data.
- Contribute to the implementation of omnichannel marketing activities across marketing, sales,

and medical touchpoints.

- Assist in analyzing brand performance, tracking KPIs, and preparing regular performance reports.
- Collaborate with Business Excellence & Execution teams to develop tools and dashboards for monitoring business results.
- Help collect and synthesize insights from internal and external stakeholders to strengthen customer-centric strategies.
- Support coordination of targeting and segmentation activities to tailor engagement approaches for key customer groups.
- Participate in cross-functional brand meetings and contribute ideas that enhance operational and commercial excellence.

#### Role Requirements:

- University degree in a relevant field (e.g., Economics, Marketing, Business, or Life Sciences).
- Minimum 2 years of experience in marketing or related roles, ideally including customer-facing or KAM exposure.
- Strong analytical and strategic thinking skills with an interest in using data for decision-making.
- Excellent communication and collaboration skills within cross-functional environments.
- Fluent English (written and spoken).
- Proactive, curious, and eager to grow within a dynamic, fast-paced market environment.

#### Commitment to Diversity and Inclusion:

Novartis is committed to building an outstanding, inclusive work environment and diverse teams that reflect the patients and communities we serve.

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>

Benefits and Rewards: Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

部门

International

Business Unit  
Sales

地点  
Poland

站点  
Warsaw

Company / Legal Entity  
PL03 (FCRS = PL003) Novartis Poland Sp. z o.o.

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

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