

In-Market Brands Manager

Job ID
REQ-10068041

2月 11, 2026

Ukraine

摘要

Develop and test novel ways of promoting and driving sales of in-Market brands. Purpose of the role is to develop and ensure execution of the Sales and Marketing strategy and plan for In-Market Brands, to drive sales performance, lifecycle management, market share and profitability analysis, key customer engagement, tender management and stock monitoring and optimization.

About the Role

Major accountabilities:

- Accountable for delivering the therapeutic area brand performance with respect to sales, market share, and profitability to meet or exceed budget targets.
- Manage In-Market portfolio product life cycle ensuring resource optimization and result achievement .

- Increase Customer Lifetime value of In-Market brands.
- Drive the growth of the In-Market Brand portfolio by establishing growth plans for existing products, effectively managing their life cycle, establishing, and managing effective strategic partnerships.
- Entrepreneurial approach to portfolio management to optimize ROI across a diverse range of brands through the lifecycle by actively investing across brands with shared/pooled services and flexibly budgeting according to prioritized outcomes.
- Analyse market data, in-market stock and insights, identifying and addressing opportunities and threats.
- Control supply process in alignment with cross-functional teams and ensure adherence to all relevant KPIs while ensuring sufficient supply to the market.
- Actively seek business opportunities based on clear and full understanding of products and territory accounts
- Achieve agreed coverage and frequency targets through face -to-face and/or group meetings and/or non-promotional visits (including virtual calls) and deliver agreed customer centric activities (conferences, round tables, meetings, etc.) within operating budget
- Promote defined Novartis products according to product strategy, campaign briefs and policies
- Execute and optimize approach and communication style during visits, responding appropriately to customer needs according to Novartis selling guidelines. Use detailed knowledge of competitor products ' features and benefits during visits to improve target reach for Novartis products
- Develop and implement programs which create value to key customers and stakeholders maximizing Novartis access and sales
- Ensure effective maintenance of CRM (customer relationship management) data, including administration, records, targeting, in line with Novartis guidelines and policies
- Monitor performance KPIs and deliver corrective action as required to meet business objectives
- Drive customer Segmentation and Targeting, Digital profiling and ensure Customer Relationship Management (CRM) system data completeness
- Co-create and execute strategic, tactical marketing and territory plans for allocated products in line with Novartis standards and strategy at a regional and national level. Manage national or regional adoption performance (including tender management) and adjust plans accordingly
- On time reporting of spontaneous adverse events (AE) reports and technical complaints for all Novartis products

Key performance indicators:

- Sales & portfolio profitability
- Market share dynamics
- Qualitative delivery of customer centric activities and projects
- Productive Frequency targets, Call Plan Adherence (CPA) and other SFE KPIs
- Number of customer solutions & partnerships created, and experiments conducted and their outcome
- Portfolio efficiency: return on working capital; cost management

Minimum Requirements:

Work Experience:

- 3 years of experience in sales in a pharmaceutical company
- Demonstrates excellent product knowledge and attention to details and nuances
Demonstrates excellent verbal and written communication skills
- Able to establish and maintain good, professional relationships with HCPs
- Basic knowledge of MS Office -Word, Power Point, Excel
- Knowledge and/or experience of pharma industry and its changing competitive environment
- Experience in Pharma marketing
- Proven customer/ account management;
- Commercial mindset or key account management;
- Product Launch experience.

Skills:

- Agility.
- Analytical Thinking.
- Brand Awareness.
- Building Construction.
- Business Analytics.
- Cross-Functional Collaboration.
- Digital Marketing.
- Marketing Strategy.
- Media Campaigns.
- Project Management.
- Sales.
- Stakeholder Engagement.
- Stakeholder Management.
- Strategic Marketing.

Languages :

- English.

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: Learn about all the ways we'll help you thrive personally and professionally. [Read our handbook \(PDF 30 MB\)](#)

部门
International

Business Unit
General Management

地点
Ukraine

站点
Kyiv

Company / Legal Entity
UAP0 (FCRS = CH024) NOPH SERVICES UKRAINE

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

```
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sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true,
showSpeedMenu: false }, css : "/modules/custom/arcticnckalturaaddon/css/kalturavideo.css",
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(KalturaPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(KalturaPlayer.plugins["transcript"]) { config.plugins["playkit-js-transcript"] = { position: "right", //
Default: bottom;(left', 'right', 'top', 'bottom') to enable transcript. expandMode: "over", // Default:
```

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alongside;('alongside', 'hidden', 'over') expandOnFirstPlay: false, showTime: true, downloadDisabled:
false, printDisabled: false, disable: true }; } if (KalturaPlayer.plugins["preventSeek"]) {
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config.plugins.floating = { disable: true }; if (KalturaPlayer.plugins["navigation"]) {
config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible:
false }; } if (KalturaPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; }
if (KalturaPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if
(KalturaPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if
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[]; if (KalturaPlayer.plugins["googleAnalytics"]) { config.plugins.googleTagManager = { };
config.plugins.googleTagManager.customEventsTracking = { };
config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
config.plugins.googleTagManager.customEventsTracking.custom = [];
config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents:
false, playlistEvents: false, castEvents: false } }; }
```

```
try { var kalturaPlayer = KalturaPlayer.setup(config); // Add the player to the global array. if (typeof
kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var
kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } // Load the Player for other
media. kalturaPlayer.loadMedia({entryId: "1_dgfvmafo"}); } catch (e) { console.error(e.message) }
```

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