Commercial Portfolio & Lifecycle Manager

Job ID
REQ-10090389

十一月 04, 2026

Spain

Disponibile in: Italiano | Deutsch | English | Espa ñ ol | Fran ç ais | 日本語

摘要

Local Brand Managers OR global / regional / local sub-function specialists all'interno di una specifica sotto-funzione di marketing.

Definire la strategia del prodotto in accordo con il dipartimento di gestione locale e marketing globale e implementare piani/progetti tattici di supporto.

About the Role

Major Accountabilities

-Prepara i contenuti dei team integrati del marchio e dei team di lancio.
-Responsabile dell'esecuzione, del monitoraggio e dell'analisi dei piani tattici concordati al fine di

garantire la crescita del/dei marchio/i
-Guida lo sviluppo di attivit à promozionali in linea con le linee guida interne e il Codice di condotta.
-Monitorare e controllare i budget, le previsioni e le spese del marchio e valutare il marketing mix del prodotto per valutare l'efficacia dei costi e i risultati.
-Identifica le informazioni e le opportunit à del mercato dell'area tramite le interazioni con i clienti
-Esegue attivit à di marketing centrali e attivit à di marketing avviate a livello regionale
-Monitora le prestazioni del prodotto e l'ambiente esterno utilizzando gli strumenti appropriati e adottando misure correttive se necessario per raggiungere gli obiettivi aziendali
-Collaborare con team di Marketing e Medical per massimizzare le attivit à : - Centri scout, KOL e OLI per malattia all'interno del territorio assegnato - Identificare esigenze specifiche per ogni segmento di pazienti e le implicazioni della malattia per ciascuno di essi all'interno del territorio assegnato

Key Performance Indicators

Local Brand Managers OR global / regional / local sub-function specialists allinterno di una specifica sotto-funzione di marketing.

Definire la strategia del prodotto in accordo con il dipartimento di gestione locale e marketing globale e implementare piani/progetti tattici di supporto.

Work Experience

Esperienze interculturali
Operations management and execution
Project Management

Skills

Marketing Digitale
Strategia di marketing
Strategia di prodotto
Gestione delle risorse
Marketing del prodotto
Gestione del ciclo di vita del prodotto (Plm)
Comprensione del settore sanitario
Aree patologiche prioritarie Competenza
Eccellenza Commerciale
Eccellenza operativa
Orientamento al cliente
Agilit à
Influenzare le competenze
Capacit à di negoziazione
Coinvolgimento degli stakeholder
Gestione degli stakeholder
Partnership strategiche
Collaborazione interfunzionale

Language

Inglese

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

Primary location salary range
€ 58,200.00 - € 108,000.00

部门
International

Business Unit
General Management

地点
Spain

站点
Barcelona Gran V í a

Company / Legal Entity
ES06 (FCRS = ES006) Novartis Farmac é utica, S.A.

Alternative Location 1
Madrid Delegaci ó n, Spain

Functional Area
Marketing

Job Type

Full time

Employment Type
Regolare

Shift Work
No

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6aeb43eeb5431817471158", provider: { widgetId: "10m7rm1pm", partnerId: "2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false, muted: false, loop: false }, sources: { options: {}, startTime: 0 }, disableUserCache: "true", plugins: {}, sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu: false }, components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [{ presets: ['Playback', 'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get: kPlayer.ui.components.Remove }] } }; // Check and add plugins only if they exist if (kPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if (kPlayer.plugins["transcript"]) { config.plugins["playkit-js-transcript"] = { position: "right", // Default: bottom;('left', 'right', 'top', 'bottom') to enable transcript. expandMode: "over", // Default: alongside;('alongside', 'hidden', 'over') expandOnFirstPlay: false, showTime: true, downloadDisabled: false, printDisabled: false, disable: true }; } if (kPlayer.plugins["preventSeek"]) { config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; } config.plugins.floating = { disable: true }; if (kPlayer.plugins["navigation"]) { config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; } if (kPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; } if (kPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if (kPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if (kPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents = []; if (kPlayer.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 } }; }

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thumbnail relative to page load. document.dispatchEvent(new CustomEvent('kalturaPlayerReady', { detail: { player: player } })); }) .catch(function(error) { console.error(error); }); } catch (e) { console.error(e.message) }

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