Commercial Portfolio & Lifecycle Manager

Job ID
REQ-10090389

十一月 04, 2026

Spain

Mevcut: T ü rk | Deutsch | English | Espa ñ ol | Fran ç ais | Italiano | 日本語 | Nederlands | P y c c к и й Sloven š č ina | 中文

摘要

~Yerel Marka Y ö neticileri VEYA belirli bir pazarlama alt fonksiyonu i ç inde k ü resel / b ö lgesel / yerel alt fonksiyon uzmanlar ı .

~Yerel y ö netim ve k ü resel pazarlama departman ı ile uyum i ç inde ü r ü n stratejisi tan ı mlay ı n ve takt planlar ı / projeleri destekleyen uygulamak.

About the Role

Major Accountabilities

~Entegre Marka Ekipleri ve Lansman Tak ı mlar ı n ı n i ç eri ğ ini haz ı rlar.

~Markalar ı n b ü y ü mesini sa ğ lamak i ç in ü zerine anla ş ı lan taktiksel planlar ı n uygulanmas ı , takibi analizinden sorumludur
~İ ç SOP ' ler ve ahlak kurallar ı na uygun olarak promosyon aktivitelerinin geli ş tirilmesine liderlik etmek.
~Maliyet etkinli ğ ini ve sonu ç lar ı n ı de ğ erlendirmek i ç in marka b ü t ç elerini, tahminleri ve giderleri taki ve kontrol etmek ve ü r ü n ü n pazarlama kar ı ş ı m ı n ı de ğ erlendirmek.
~M ü ş teri etkile ş imleri arac ı l ı ğ ı yla Pazar alan ı g ö r ü ş lerini ve f ı rsatlar ı n ı belirler
~Merkezi ve b ö lgeler taraf ı ndan ba ş lat ı lan pazarlama aktivitelerini uygular
~İ ş letme hedeflerine ula ş mak i ç in, uygun ara ç lar ı kullanarak ve gerekirse d ü zeltici aksiyonlar alarak ü r ü n performans ı n ı ve d ı ş ortam ı takip eder
~Faaliyetleri en ü st d ü zeye ç ı karmak i ç in Pazarlama ve Sa ğ l ı k ekipleriyle i ş birli ğ i yap ı n: - Scout merkezleri, KOL'ler ve OSB'ler taraf ı ndan belirlenen b ö lge i ç inde hastal ı k - Hastalar ı n her kesimi i ç i belirli ihtiya ç lar ı ve belirlenen b ö lge i ç inde her biri i ç in hastal ı ğ ı n etkilerini belirleyin

Key Performance Indicators

~Yerel Marka Y ö neticileri VEYA belirli bir pazarlama alt fonksiyonu i ç inde k ü resel / b ö lgesel / yerel alt fonksiyon uzmanlar ı .

~Yerel y ö netim ve k ü resel pazarlama departman ı ile uyum i ç inde ü r ü n stratejisi tan ı mlay ı n ve takti planlar ı / projeleri destekleyen uygulamak.

Work Experience

Kültürler Arası Deneyim
Operasyon Yönetimi ve Uygulama
Proje Yönetimi

Skills

Dijital Pazarlama
Pazarlama Stratejisi
Ürün Stratejisi
Varlık Yönetimi
Ürün Pazarlaması
Ürün Yaşam Döngüsü Yönetimi (PLM)
Sağlık Sektörü Anlayışı
Öncelikli Hastalık Alanları Uzmanlığı
Ticari Mükemmellik
Operasyonel Mükemmellik
Müşteri Odaklılık
Çeviklik
Etkileme Becerileri
Müzakere Becerileri
Paydaş Katılımı
Paydaş Yönetimi
Stratejik Ortaklıklar
Fonksiyonlar Arası İş birliği

Language

İ ngilizce

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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
Kadrolu

Shift Work
No

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6aebe9904dc1a836112038", 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 } }; }

// Ensure the global player registry array always exists, regardless of embed type. window.kalturaPlayerVideos = window.kalturaPlayerVideos || []; try { var thumbEmbedPromise = thumbnailEmbed({config, mediaInfo: {entryId: "1dgfvmafo"}}); // thumbnailEmbed() returns a Promise that resolves with the player instance // when the user clicks the thumbnail. Use .then() to capture the player directly. thumbEmbedPromise .then(function(player) { window.kalturaPlayerVideos.push(player); // Notify kalturadatalayer.js that a new player is ready so

it can // attach custom event listeners immediately, regardless of when // the user clicked the 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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