

# Brand Manager Cardiovascular - Tempo Determinato

Job ID  
REQ-10026794  
Oct 25, 2024  
Italy

## Summary

As Brand Associate Cardiovascular you will support to define product strategy in agreement with Brand Leader and global marketing department, and implement supporting tactical plans/projects reporting directly to Marketing Head

## About the Role

**Internal Job Title:** Brand Associate

### Key Responsibilities:

Your responsibilities include, but are not limited to:

- Develop brand strategy, promotional campaigns & tactical plans within marketing budgets
- Prepare content of Integrated Brand Teams.
- Development of promotional activities in line with internal Standard Operating Procedures (SOPs) and Code of Conduct guidelines
- Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results
- Identify area market insights and opportunity via customer interactions
- Monitor product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives
- Being responsible for the execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brand(s)
- Collaborate to the cross-functional local/regional brand Team, incl. coordination of Integrated Product Strategy Plan, and monitoring the execution of objectives
- Execute central marketing activities as well as regional initiated marketing activities

### Essential Requirements:

- Scientific or Economic Degree
- Fluent Italian and English
- At least 1 year of experience in Pharma marketing position
- Operations Management, Execution and project Management skills
- Effective communication skills and empathy and active listening
- Problem solving, time management and prioritization
- Results orientation

- Knowledge of Cardiovascular area will be strong advantage

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Division

International

Business Unit

Innovative Medicines

Location

Italy

Site

Milano

Company / Legal Entity

IT08 (FCRS = IT008) Novartis Farma S.p.A.

Functional Area

Marketing

Job Type

Full time

Employment Type

Temporary (Fixed Term)

Shift Work

No

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