

# Digital Disease Partner

Job ID

REQ-10053942

Jun 03, 2025

Saudi Arabia

## Summary

Responsible for achieving the sales targets, including responsibility for profit and loss and optimal resource utilization and allocation for the development, implementation and execution of brand strategy, marketing mix, and operational plans that optimize sales, market share and revenue growth for assigned brands in the short and long term. Develop, implement, track, and optimize our omni-channel campaigns across all omni-channel channels. End-to-end implementation and roll out of omni-channel initiatives in the country. Execute the omni-channel strategy to improve patients and doctors' journey, increase business value, and enable agile ways of working, resulting in better quality of life to patients.

## About the Role

### Major accountabilities:

- - Digital Disease Partner will spend +70% of time in customer detailing according to digital segmentation aligned with customer engagement head.
  - Territory Management through Ensure achievement of MCQ targets by effectively using omnichannel engagement with target HCPs via:
    - Call rate/ adherence via Veeva Engage/ Phone Call
    - Webinar/ Virtual Engagement implementation
    - Email Coverage
    - HCP Portal visits
  - Allocation and optimization of allocated resources and operating within assigned budgets and policies.
  - Review of HCP master list quarterly.
  - Demonstrate clear understanding on the needs and pain points of target HCPs and closely feedback to Marketing/Medical for more relevant content and programs.
  - Overall responsibility for developing & executing the Fundamental of Tactical Plans.
  - Execution of the Marketing strategy - including campaigns, events, omni-channel marketing, and customer initiatives (e.g., promotional tools, Communication Materials; etc.) to ensure operational excellence and to maximise product sales potential.
  - Implementation of customer journey elements as necessary
  - Plan and execute all omni-channel activities, including marketing database, content management email, websites, social media, and promo campaigns according to MCQ with agencies.
  - Acceleration of omni-channel transformation journey by activating and managing engagement touchpoints for customers.
  - He/she is curious and likes to be up-to-date and understands the digital trends happening in pharma/MedTech industry.

- Lead the localization, execution of global OCE and existing digital tools to drive best in class Customer experience in each marketing event incorporating brand and above brand elements collaborating with the Customer Engagement Head.
- Collect Customer Feedback, Market Insights & Competition Dynamics.
- Provide accurate and timely sales forecast and demand plan for assigned brands and ensure its alignment with the commercial teams.
- Secure Besure Approvals & shopping cards and government approvals for related activities.
- He/she is considered by external stakeholders as KOL in the health tech ecosystem in the country

#### **Key performance indicators:**

- To be populated at local level, based on the guidance that will follow from IMI Field Engagement Performance Management Council outcomes.

#### **Minimum Requirements:**

##### **Work Experience:**

- Established Network to target Customer Group desirable.
- Sales in Healthcare / Pharma / related business.
- Specific Product knowledge desirable.

##### **Skills:**

- Account Management.
- Commercial Excellence.
- Communication Skills.
- Compliance.
- Conflict Management.
- Cross-Functional Coordination.
- Customer Insights.
- Ethics.
- Healthcare Sector.
- Influencing Skills.
- Negotiation Skills.
- Selling Skills.
- Technical Skills.

##### **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>

**Join our Novartis Network:** Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up: <https://talentnetwork.novartis.com/network>

**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>

Division  
International  
Business Unit  
Innovative Medicines  
Location  
Saudi Arabia  
Site  
Riyadh  
Company / Legal Entity  
SA01 (FCRS = SA001) Novartis Saudi Arabia Ltd  
Functional Area  
Sales  
Job Type  
Full time  
Employment Type  
Regular (Sales)  
Shift Work  
No  
[Apply to Job](#)

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

Job ID  
REQ-10053942

## Digital Disease Partner

[Apply to Job](#)

---

**Source URL:** <https://prod1.id.novartis.com/careers/career-search/job/details/req-10053942-digital-disease-partner>

### List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://talentnetwork.novartis.com/network>
3. <https://www.novartis.com/careers/benefits-rewards>
4. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Riyadh/Digital-Disease-Partner\\_REQ-10053942](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Riyadh/Digital-Disease-Partner_REQ-10053942)
5. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Riyadh/Digital-Disease-Partner\\_REQ-10053942](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Riyadh/Digital-Disease-Partner_REQ-10053942)