

Brand Manager Cardiovascular

Job ID
388360BR
Jul 03, 2024
Netherlands

Summary

As our Brand Manager Cardio you will manage the Dutch brand plan in Cardio. In this role you can make a huge impact for patients. You will be an active member in our high-performing strategic and accountable Brand engagement Team including our Brand engagement Lead, Digital Engagement Manager and Engagement Project Manager and be a member of the strategic and accountable cross functional squad TA team, where collaboration takes place between in marketing, sales, strategic account management, digital marketing and medical.

About the Role

Key responsibilities:

Your responsibilities include, but are not limited to:

- Develop tactics and content following the strategic plan
- Turn gained insights into workable actions
- Identify area market insights and opportunities through customer interactions, market research and other sources
- Prepare content of Integrated Brand Teams and Launch Teams
- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brand(s)
- Own the development of promotional activities in line with internal SOPs and Code of Conduct guidelines
- Supervise and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results
- Implement central marketing activities as well as regional initiated marketing activities
- Supervise product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives

Essential Requirements

- WO/ HBO Marketing, Life Sciences or alike
- Dutch and English fluent spoken & written (please only apply if both languages are on fluent level)
- Experience or affinity in Pharma, Medical Devices and/or Life Sciences
- Minimal 3 years of experience in a marketing role

Desirable Requirements

- Experience in Marketing or Product Management
- Cross Cultural Experience
- Operations Management and Execution
- Project Management skills
- Hands-on and winning mentality

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?

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<https://talentnetwork.novartis.com/network>

Division

International

Business Unit

Innovative Medicines

Location

Netherlands

Site

Amsterdam

Company / Legal Entity

NL08 (FCRS = NL008) Novartis Pharma NL

Functional Area

Marketing

Job Type

Full time

Employment Type

Temporary (Fixed Term)

Shift Work

No

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