

# TA Strategy Lead - GenMed

Job ID  
REQ-10006743  
Oct 02, 2024  
Japan

## Summary

The TA Strategist who is responsible for General Medicine strategy development to maximize sales result, contributing huge amount of patients life.

## About the Role

### Major accountabilities:

- Create short/mid/long term marketing strategy with deep understanding of market dynamics/customer insights & finding opportunities to enhance each brand
- Optimize channel/promotional mix for individual brand through appropriate resource allocation that meets brand objectives and customer needs.
- Lead cross-functional team for customer initiatives (e.g. customer plan/promotional tools/public relations/internal communications).
- Manage brand finance and budgets, including appropriate management of brand resources.

### Key performance indicators:

- Lagging indicator: Brand sales result & patient number contributed by NPKK products
- Leading indicator (e.g. Depth KPIs/Executorial KPIs/Brand perception)

### Minimum Requirements:

#### Education:

- A University level (bachelors) degree
- MBA a plus

#### Languages:

- English: Business level (mandatory)
- Japanese: Business level (mandatory)

#### Experience/Professional requirement:

- Experience working cross-functionally and trans-nationally
- Pharmaceutical marketing experience
- Several years of experience in field sales, related marketing services, brand management.
- Strong interpersonal skills
- Internal cross functional communication and leadership

## Competency

- Strong relationship development and natural collaboration
- Experience and capable of managing Global communications
- Strategic, analytical and creative thinking
- Agile mindset

## Skills Desired

Agility Cross-Functional Collaboration Customer Orientation Marketing Strategy Negotiation Skills Strategic Partnerships (PLM)

**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

Japan

Site

Head Office (Japan) (Pharmaceuticals)

Company / Legal Entity

JP05 (FCRS = JP005) Novartis Pharma K.K.

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

[Apply to Job](#)

[midcareer-](#)

[r.japan@novartis.com](mailto:r.japan@novartis.com)

Job ID  
REQ-10006743

## TA Strategy Lead - GenMed

[Apply to Job](#)

---

**Source URL:** <https://prod1.id.novartis.com/id-en/careers/career-search/job/details/req-10006743-ta-strategy-lead-genmed-ja-jp>

### 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/ja-JP/Novartis\\_Careers/job/Head-Office-Japan-Pharmaceuticals/TA-Strategy-Lead---GenMed\\_REQ-10006743-5](https://novartis.wd3.myworkdayjobs.com/ja-JP/Novartis_Careers/job/Head-Office-Japan-Pharmaceuticals/TA-Strategy-Lead---GenMed_REQ-10006743-5)
5. <mailto:midcareer-r.japan@novartis.com>
6. [https://novartis.wd3.myworkdayjobs.com/ja-JP/Novartis\\_Careers/job/Head-Office-Japan-Pharmaceuticals/TA-Strategy-Lead---GenMed\\_REQ-10006743-5](https://novartis.wd3.myworkdayjobs.com/ja-JP/Novartis_Careers/job/Head-Office-Japan-Pharmaceuticals/TA-Strategy-Lead---GenMed_REQ-10006743-5)