

# Customer Engagement Manager / Therapeutic Area Lead - Belgrade

Job ID  
REQ-10011393  
Jun 17, 2024  
Serbia/Monten.

## Summary

Responsible for the development, implementation and execution of marketing and operational plans that optimize brand performance and achieve brand targets for a brand or set of brands in the short and long term. Manage key accounts for dedicated therapy area to ensure successful brand performance.

## About the Role

### Major accountabilities:

- Interacts with all customer groups to make market observations, and identifies potential insights and market access issues
- Identifies suitable forecast analogues.
- Segments customer groups by agreed criteria.
- Identifies potential key tactical options within each component of the marketing mix.
- Creates and delivers operational plans appropriate to life cycle of the brand
- Manages patient flow from ambulatory to commissions, interacts with regional health authorities to facilitate patient flow and successfully manage key administrative processes.
- Develops and manages critical relationships with key specialists in assigned key accounts.

### Key performance indicators:

- Targets achieved vs. Budget
- Quality of launch strategies and timeliness of implementation of marketing activities
- Quarterly targeted call planning, segmentation, targeting and reporting- CRM

### Minimum Requirements:

- Strong key account management experience or product management experience
- At least 5 years of experience in sales/commercial functions
- Experience in Onco business set up is advantage

### Skills:

- CRM (Customer Relationship Management)
- Customer Care
- Field Sales
- Key Account Management
- Multitasking Skills
- Patient Care
- Promotion (Marketing)

**Languages :**

- English language, both written and spoken

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Division

International

Business Unit

Innovative Medicines

Location

Serbia/Monten.

Site

Serbia

Company / Legal Entity

RSP0 (FCRS = CH024) NPHS RO Serbia

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://talentnetwork.novartis.com/network>
3. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Serbia/Customer-Engagement-Manager---Therapeutic-Area-Lead---Belgrade\\_REQ-10011393](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Serbia/Customer-Engagement-Manager---Therapeutic-Area-Lead---Belgrade_REQ-10011393)
4. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Serbia/Customer-Engagement-Manager---Therapeutic-Area-Lead---Belgrade\\_REQ-10011393](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Serbia/Customer-Engagement-Manager---Therapeutic-Area-Lead---Belgrade_REQ-10011393)