

Brand Manager

Job ID
REQ-10020983
Sep 02, 2024
Saudi Arabia

Summary

Development, implementation and accountability for operational plans which optimize profitability, market share and revenue growth for a brand (s) in the short and long term.

About the Role

Major accountabilities:

- Prepares 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) -Lead the development of promotional activities in line with internal 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.
- Identifies area market insights and opportunity via customer interactions -Executes central marketing activities as well as regional initiated marketing activities -Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives - Collaborate with Marketing and Medical teams to maximize activities: -Scout centers, KOLs and OLs by disease within assigned territory -Identify specific needs for each segment of patients and the implications of the disease for each of them within assigned territory

Key performance indicators:

- Market share & market share growth.
- Performance management and employee relations, feedback, meetings, surveys (i.e. Field Force, Marketing capabilities, Global Marketing, Medical Department, Regulatory Department) -Ensure full compliance to all regulatory requirements

Minimum Requirements:

Work Experience:

- **Major accountabilities:**
- Proactive development of marketing and promotional mix to meet brand objectives and customer needs.
- Monitor business performance and external environment via appropriate tools to deliver corrective action as required to meet business objectives.
- Liaison with external agencies to deliver initiatives for the brand.
- Accurate management of budgets for brand.
- Creates and delivers operational plans appropriate to life cycle of brand to optimize return for Novartis.

- Understanding and use of marketing principles and C4/MPH process to deliver to customer needs.
- Disease and market understanding to develop customer insights through appropriate techniques/tools.
- Support and Build team to achieve team goals.
- Management of external agencies to meet team goals.

- **Requirements:**

- University degree or equivalent in Science, Marketing or Business qualification.
- Minimum 3-5 years of Brand Management experience is must.
- **Solid understanding of CRM business and Saudi market is essential.**
- Sustainable performance track record.
- Launch experience is a must have.
- Renal experience will be a plus.
- Excellent analytical, presentation and communication skills.
- Proven exceptional external customer focus and building strong relationship with KOLs.
- Ability to bring strategy to life through execution.
- Proven ability to work cross-functionally.
- Problem solver; able to assess and solve complex problems using qualitative and quantitative analysis.
- Curious, creative and up to date with latest trends and marketing best practices

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>

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Division

International

Business Unit

Innovative Medicines

Location

Saudi Arabia

Site

Riyadh

Company / Legal Entity

SA01 (FCRS = SA001) Novartis Saudi Arabia Ltd

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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