

Brand Manager Cardiovascular - Tempo Determinato

Job ID
REQ-10026794
Oct 25, 2024
Italy

Summary

As Brand Associate Cardiovascular you will support to define product strategy in agreement with Brand Leader and global marketing department, and implement supporting tactical plans/projects reporting directly to Marketing Head

About the Role

Internal Job Title: Brand Associate

Key Responsibilities:

Your responsibilities include, but are not limited to:

- Develop brand strategy, promotional campaigns & tactical plans within marketing budgets
- Prepare content of Integrated Brand Teams.
- Development of promotional activities in line with internal Standard Operating Procedures (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
- Identify area market insights and opportunity via customer interactions
- Monitor product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives
- Being responsible for the execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brand(s)
- Collaborate to the cross-functional local/regional brand Team, incl. coordination of Integrated Product Strategy Plan, and monitoring the execution of objectives
- Execute central marketing activities as well as regional initiated marketing activities

Essential Requirements:

- Scientific or Economic Degree
- Fluent Italian and English
- At least 1 year of experience in Pharma marketing position
- Operations Management, Execution and project Management skills
- Effective communication skills and empathy and active listening
- Problem solving, time management and prioritization
- Results orientation

- Knowledge of Cardiovascular area will be strong advantage

Why Novartis? Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

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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

Italy

Site

Milano

Company / Legal Entity

IT08 (FCRS = IT008) Novartis Farma S.p.A.

Functional Area

Marketing

Job Type

Full time

Employment Type

Temporary (Fixed Term)

Shift Work

No

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