

Digital Disease Partner

Job ID
REQ-10053942
Jun 03, 2025
Saudi Arabia

Summary

Responsible for achieving the sales targets, including responsibility for profit and loss and optimal resource utilization and allocation for the development, implementation and execution of brand strategy, marketing mix, and operational plans that optimize sales, market share and revenue growth for assigned brands in the short and long term. Develop, implement, track, and optimize our omni-channel campaigns across all omni-channel channels. End-to-end implementation and roll out of omni-channel initiatives in the country. Execute the omni-channel strategy to improve patients and doctors' journey, increase business value, and enable agile ways of working, resulting in better quality of life to patients.

About the Role

Major accountabilities:

- - Digital Disease Partner will spend +70% of time in customer detailing according to digital segmentation aligned with customer engagement head.
 - Territory Management through Ensure achievement of MCQ targets by effectively using omnichannel engagement with target HCPs via:
 - Call rate/ adherence via Veeva Engage/ Phone Call
 - Webinar/ Virtual Engagement implementation
 - Email Coverage
 - HCP Portal visits
 - Allocation and optimization of allocated resources and operating within assigned budgets and policies.
 - Review of HCP master list quarterly.
 - Demonstrate clear understanding on the needs and pain points of target HCPs and closely feedback to Marketing/Medical for more relevant content and programs.
 - Overall responsibility for developing & executing the Fundamental of Tactical Plans.
 - Execution of the Marketing strategy - including campaigns, events, omni-channel marketing, and customer initiatives (e.g., promotional tools, Communication Materials; etc.) to ensure operational excellence and to maximise product sales potential.
 - Implementation of customer journey elements as necessary
 - Plan and execute all omni-channel activities, including marketing database, content management email, websites, social media, and promo campaigns according to MCQ with agencies.
 - Acceleration of omni-channel transformation journey by activating and managing engagement touchpoints for customers.
 - He/she is curious and likes to be up-to-date and understands the digital trends happening in pharma/MedTech industry.

- Lead the localization, execution of global OCE and existing digital tools to drive best in class Customer experience in each marketing event incorporating brand and above brand elements collaborating with the Customer Engagement Head.
- Collect Customer Feedback, Market Insights & Competition Dynamics.
- Provide accurate and timely sales forecast and demand plan for assigned brands and ensure its alignment with the commercial teams.
- Secure Besure Approvals & shopping cards and government approvals for related activities.
- He/she is considered by external stakeholders as KOL in the health tech ecosystem in the country

Key performance indicators:

- To be populated at local level, based on the guidance that will follow from IMI Field Engagement Performance Management Council outcomes.

Minimum Requirements:

Work Experience:

- Established Network to target Customer Group desirable.
- Sales in Healthcare / Pharma / related business.
- Specific Product knowledge desirable.

Skills:

- Account Management.
- Commercial Excellence.
- Communication Skills.
- Compliance.
- Conflict Management.
- Cross-Functional Coordination.
- Customer Insights.
- Ethics.
- Healthcare Sector.
- Influencing Skills.
- Negotiation Skills.
- Selling Skills.
- Technical Skills.

Languages :

- English.

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
Sales
Job Type
Full time
Employment Type
Regular (Sales)
Shift Work
No
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