

Senior Manager, Marketing

Job ID
REQ-10021450
Nov 06, 2024
Philippines

About the Role

Development of annual marketing plan

- Develop brand plans and marketing objectives, strategies and tactics based on thorough review of market dynamics and interaction with customers; Provide lifecycle management plan for assigned brands
- Recommend programs and projects to achieve sales and market share objectives.
- Monitor, evaluate and analyze competitive activities, market trends and current business activities to identify issues and franchise/portfolio opportunities.

External / Internal Relationship Development

- Build and maintain relationships with key internal and external contacts to support business plans and activities
- Represent the company within Novartis, Distributor, and relevant external parties (trade, medical organizations, medical practitioners, institutions, media, etc.)

Product promo plans and projects implementation

- Translate overall project objectives to specific work activities and take lead in ensuring project execution; Coordinate with the sales force and other functional work groups to ensure product plans/special projects are implemented.
- Ensure complete and timely availability of promo materials for the sales force; Monitor implementation and evaluate effectiveness of programs based on feedback of sales force and actual fieldwork observation

Product Availability

- Coordinate with TechOps regarding product ordering and delivery from Headquarters; Coordinate with DRA/Medical concerning product registrations and other issues that will impact product plans; Provide accurate product forecast.

Future / Emerging Marketing Skills

- Champion the omni channel engagement (OCE) evolution across the assigned therapeutic area as well as above the franchise in collaboration with relevant stakeholders
- Developing strong digital strategies; Identifying future trends and insights

Essential Requirements:

- 4 -6 years operational marketing experience with focus on product/brands

- Successful record of contribution and/or P&L responsibility
- Experience in launching new product is preferable
- Strong communication and interpersonal skills.
- Ability to lead through influencing cross-functional and senior management to impact decision -making

Role Requirements

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

Philippines

Site

Makati City

Company / Legal Entity

PH03 (FCRS = PH003) Novartis Healthcare Philippines, Inc

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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