

# TA Strategy Lead - GenMed

Job ID  
REQ-10006743  
Oct 02, 2024  
Japan

## About the Role

Major accountabilities:

- Create short/mid/long term marketing strategy with deep understanding of market dynamics/customer insights & finding opportunities to enhance each brand
- Optimize channel/promotional mix for individual brand through appropriate resource allocation that meets brand objectives and customer needs.
- Lead cross-functional team for customer initiatives (e.g. customer plan/promotional tools/public relations/internal communications).
- Manage brand finance and budgets, including appropriate management of brand resources.

Key performance indicators:

- Lagging indicator: Brand sales result & patient number contributed by NPKK products
- Leading indicator (e.g. Depth KPIs/Executional KPIs/Brand perception)

Minimum Requirements:

Education:

- A University level (bachelors) degree
- MBA a plus

Languages:

- English: Business level (mandatory)
- Japanese: Business level (mandatory)

Experience/Professional requirement:

- Experience working cross-functionally and trans-nationally
- Pharmaceutical marketing experience
- Several years of experience in field sales, related marketing services, brand management.
- Strong interpersonal skills
- Internal cross functional communication and leadership

Competency

- Strong relationship development and natural collaboration
- Experience and capable of managing Global communications

- Strategic, analytical and creative thinking
- Agile mindset

#### Skills Desired

Agility Cross-Functional Collaboration Customer Orientation Marketing Strategy Negotiation Skills Strategic Partnerships (PLM)

## 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

Japan

Site

Toranomon (NPKK Head Office)

Company / Legal Entity

JP05 (FCRS = JP005) Novartis Pharma K.K.

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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