

## TA Strategy Lead - GenMed

Job ID  
REQ-10006743

10月 02, 2024

Japan

### 摘要

The TA Strategist who is responsible for General Medicine strategy development to maximize sales result, contributing huge amount of patients life.

### 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, オペレーショナル エクセレンス, コマーシャル エクセレンス, ステークホルダー エンゲージメント, ステークホルダー管理, 医療セクターの理解, 影響を与えるスキル, 重点疾患領域の専門知識, 製品マーケティング, 製品ライフサイクル管理 (PLM)

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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部门

International

Business Unit

Innovative Medicines

地点

Japan

站点

Head Office (Japan) (Pharmaceuticals)

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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