

Sr. Integrated Insights Manager

Job ID
REQ-10020880

9月 10, 2024

India

摘要

-Local Brand Managers OR global / regional / local sub-function specialists within a specific marketing sub-function. -Define product strategy in agreement with local management and global marketing department, and implement supporting tactical plans/projects.

About the Role

Senior Manager - Integrated Insights

Location - Hyderabad #LI Hybrid

About the Role:

Explore, develop, implement, and evaluate Digital innovation solutions that address customer needs. Co-create with key customers to build partnerships & collaborations. Lead the delivery of multiple projects across a variety of creative and marketing channels, including print and digital media. Develop and coordinate project plans across the design, development, and production stages of a project to support the successful delivery within set KPI's. Works in collaboration with brand teams technical teams & all functions to enhance value. Provides consultancy, advice, and assistance on strategy for commercialization of products, and influence marketing/Marketing Sales Operation team on decision making on Sales Force resource allocation in most optimal ways, through delivery of proven analytics-based projects. Provide analytics support to Novartis internal customers.

Key Responsibilities:

- Integrated Insights Manager will be a strategic partner for a global brand across Novartis divisions and geographies; helping them shape commercial strategies based on robust analytics and data driven insights also would need to collaborate seamlessly with other functional teams within NBS CONEXT's such as (but not limited to) Forecasting, Business Analytics, Primary Market Research, Competitive Intelligence
- Provides strategic insights to Global Program Team (GPT)/Global Brand Team (GBT) to that shape/develop program/brand strategy. Brings deep understanding of therapy area, market and partners (e.g. patients, ECPs, payers, and regulators)
- Integrates research, intelligence and analytics to generate insights that facilitates decision making
- Leads or actively participates in key processes like Strategic Planning, Budgeting etc.
- Supports key development decision points (DDP, FDP) with relevant commercial assessments
- Facilitates planning and execution of insights activities in line with brand/ portfolio strategy in collaboration with other NBS functions ensuring high efficiency and quality
- Brings localized insights into Brand / Program strategy by collaborating with Regional/local teams. Ensures compliance to key Novartis processes (POP-PSP, etc.) across all activities.

Essential Requirements:

- Master ' s /Bachelor degree in Pharmacy / Science / Medical is essential and with MBA is preferred
- Candidates with minimum 7 +years of experience in Brand Management , Consulting experience acquired at pharmaceutical companies and /or strategic, marketing, or health care consultancy companies.
- Superior analytical skills - high comfort in using tools (eg Excel) to analyze and visualize data via standard tools/charting methods
- Self-Driven and has ability to effectively present and defend analyses
- Project Management Excellence in facilitation of international, cross-functional teams within a high matrix environment

Desirable Requirement :

- Proven teamwork and collaboration skills. Ability to manage multiple partners / projects
- Takes initiative to drive standardization of reports across brands

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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部门
Operations

Business Unit
CTS

地点
India

站点
Hyderabad (Office)

Company / Legal Entity
IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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your contact information. Please include the job requisition number in your message.

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