

## Brand Manager/Territory Sales Manager

Job ID  
REQ-10023422

9月 25, 2024

Czech Republic

### 摘要

Join our Hematology team as a Brand Manager who would lead the commercial launch of a new product in the field of rare diseases. Part of the role will also include responsibility for sales including KOLs interactions and account management.

### About the Role

- Key Responsibilities:
  - Build and develop relationships with targeted HCPs within assigned accounts
  - Brand strategy development, promotional campaigns & tactical plans within marketing budgets
  - Running market research programs & market insights for responsible brands and monitors /anticipating market development
  - Responsibility for execution, monitoring and analysis of the agreed tactical plans to ensure the growth of the brand(s)
  - Leadership of the cross-functional local/regional brand Team, incl. coordination of the One Impact Plan, and monitoring the execution of objectives
  - Leadership of the development of promotional activities in line with internal SOPs and Code of Conduct guidelines
  - Monitoring and controlling brand budgets, forecasts and expenses and assessing the marketing mix of the product to evaluate cost-effectiveness and results
  - Identification of area market insights and opportunities via customer interactions
  - Execution of central marketing activities as well as regional-initiated marketing activities
  - Monitoring product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives
  - Compliance with applicable policies, procedures and other regulations
- Essential requirements:
  - University degree, ideally Business/Pharmacy/Medicine
  - Czech native and English proficient
  - At least 3 years experience as the Product Manager (shown success; pharmaceutical business preferable) or Brand Manager, preferably knowledge of hema/onco market
  - Be sensitive to market dynamics, regional differences, segmentation, pricing strategies and understand marketing research
  - Innovative and Creative: Develop innovative concepts and approaches to positioning and tactical marketing in the therapeutic market
  - Partnership and Collaboration: Coordinate functional teams from sales and marketing services, medical affairs and clinical development. Coordinate the general direction of symposia in collaboration with the marketing services department
  - Ability to build and maintain close relationships with local opinion leaders
  - Analytical approach with a focus on sales performance and related KPIs (Key performance indicators) is critical and competitive benchmarking
  - Demonstrate strong communication skills, provide input to field managers and representatives, report writing and presentation skills

You ' ll receive:

- Company car
- Monthly pension contribution matching your contribution up to 3% of your gross monthly base salary
- Company Shares Program

- Risk Life Insurance (full cost covered by Novartis)
- 5-week holiday per year (1 week above the Labour Law requirement)
- MultiSport Card (costs covered by company)
- 4 paid sick days within one calendar year in case of absence due to sickness without a medical sickness report
- Cafeteria employee benefit program - choice of benefits from Benefit Plus for 12,500 CZK per year
- Meal vouchers for 105 CZK for each working day (full tax covered by the company)

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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Benefits and Rewards: Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

部门  
International

Business Unit  
Innovative Medicines

地点  
Czech Republic

站点

Prague

Company / Legal Entity

CZ02 (FCRS = CZ002) Novartis s.r.o

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

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