

Sr Product Manager

Job ID
REQ-10024177

10月 01, 2024

Brazil

摘要

-Marketing leader in a small revenue organization OR experienced managers of marketing sub-function. -Develop and drive the execution of brand marketing plans with the objective to maximize market share and revenue growth in the market.

About the Role

Key responsibilities:

- Develop, implement, monitor and quickly adapt Oncology Therapeutic Area ´ s marketing and tactical plan, according to strategic objectives defined for the brand.
- Delivery of the plans in accordance with strategic goals defined in the therapeutical area.
- Lead cross-functional teams and different initiatives to ensure strategic objectives and achievements.
- Prioritize resources and activities to maximize brand ´ s results.

- Lead the field strategy and engagement with main stakeholders. Co-lead the right focus on execution and maximization of opportunities through different channels.
- Evaluate the current market landscape and implement the right strategy to increase the impact of cardiology in public channels.
- Define segmentation, target audience and communication channels with HCPs.

Essential Requirements:

- Experience with leadership of cross-functional team.
- Background in pharmaceuticals industry or correlated markets.
- Strong experience in marketing.
- Strong knowledge of Brazilian Healthcare ecosystem, processes and key stakeholders.
- Holistic ecosystem view, Strategic thinking and Business Mindset.
- Advanced in English.

Desirable Requirements:

- Public channels experience
- Previous experience with oncology will be considered as a differential.

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>

You'll receive Competitive salary, annual bonus, life insurance, home office policy (home office 2x a week), retirement and wellbeing plans, flexible working arrangements, birthday day-off, parental leave, subsidized dining facilities, health insurance, employee recognition platform, Gympass, employee resource groups and virtual self-development tools.

If you want to learn more about our benefits, you can access the Novartis Life Handbook: <https://www.novartis.com/careers/benefits-rewards>

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

Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here: <https://talentnetwork.novartis.com/networ>

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>

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up: <https://talentnetwork.novartis.com/network>

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

Brazil

站点

Santo Amaro

Company / Legal Entity

BR03 (FCRS = BR003) NOVARTIS BIOCIENCIAS S.A

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

[Apply to Job](#)

iframe{ width: 100%; margin-top: 3rem; } @media screen and (max-width: 767px){ iframe{ height: 30vh !important; } } @media screen and (min-width: 768px){ iframe{ height: 34vh !important; } }



Job ID
REQ-10024177

Sr Product Manager

[Apply to Job](#)

Source URL:

<https://www.novartis.com.cn/careers/career-search/job/details/req-10024177-sr-product-manager-pt-br>

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://talentnetwork.novartis.com/network>
3. <https://www.novartis.com/careers/benefits-rewards>
4. <https://novartis.wd3.myworkdayjobs.com/pt-BR/NovartisCareers/job/Santo-Amaro/Sr-Product-ManagerREQ-10024177-1>
5. <https://novartis.wd3.myworkdayjobs.com/pt-BR/NovartisCareers/job/Santo-Amaro/Sr-Product-ManagerREQ-10024177-1>