

Sr. Strategy Manager

Job ID
REQ-10035179

12月 26, 2024

Taiwan

摘要

Develop and implement integrated brand/s plans for assigned product(s) ' s to achieve market share and sales targets. Lead and collaborate closely with cross-functions to ensure full accountability for strategic and operational plans and solutions, which optimize profitability, market share and revenue growth for the assigned brand portfolio in the short and long term.

About the Role

Major accountabilities:

- Prepares content of Integrated Brand Teams and Launch Teams.
- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brand(s) -Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.
- Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of

the product to evaluate cost effectiveness and results.

- Identifies area market insights and opportunity via customer interactions -Executes central marketing activities as well as regional initiated marketing activities -Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives -Collaborate with Marketing and Medical teams to maximize activities: -Scout centers, KOLs and OLs by disease within assigned territory -Identify specific needs for each segment of patients and the implications of the disease for each of them within assigned territory
- Analyze relevant industry trends and competitor activities, as well as growth opportunities; translate market intelligence into brand strategies and programs; leverage disease and market knowledge to gain customer insights through the use of appropriate tools and techniques both of the brand as well as competitors.
- Generate brand specific insights through understanding of local key stakeholders mapped and patient journey and brand impact on the medical society; Able to integrate insights to identify gaps and opportunities and translate then to effective and innovative solutions.
- Communicate effectively with commercial team to ensure the strategy execution, alignment, and partner with cross-functional team (including patient access, Medical, KAM, etc.) to optimize product performance and adjust plans accordingly.
- Lead and collaborate with cross-functional team, provide an ongoing feedback and directions to create positive impact and drive the business. Leverage the team ' s knowledge, skill set and competencies to deliver the right solution to the right patient.
- Manage effective agency partnerships; Work with partnership companies to ensure that positioning and messaging is aligned across companies
- Engages in a continuous learning journey with KOLs to develop advocacy, identify current and future opportunities and insights
- Be recognized as the expert of TA owner by developing and continuously updating knowledge on therapy, products, competitors and market.
- Coordinate with the supply chain to plan stock levels and distribution

Ethics and Compliance

- Contribute proactively to build a credible image and positive reputation for Novartis
- Work within any given legal framework, Novartis Ethics and Compliance policies

Key performance indicators:

- Market share & market share growth.
- Performance management and employee relations, feedback, meetings, surveys (i.e. Field Force, Marketing capabilities, Global Marketing, Medical Department, Regulatory Department) -Ensure full compliance to all regulatory requirements
- Time and quality of launch readiness deliverables
- 100% compliance

Minimum Requirements:

Work Experience:

- Cross Cultural Experience.
- Project Management.
- Operations Management and Execution.
- at least 8-year full time experience in marketing strategy planning and execution, e.g. roles as

strategy manager, brand manager, and/or marketing equivalent strategy role.

- Obtain business skills in developing strategy and execution plans, analyzing data to identify insights/ opportunity/gaps, good at communication.
- Good at insight understanding and strategy development
- Good analytical skills and design thinking capability
- Able to drive and ensure business plan execution excellence
- Project excellence: able to demonstrate good leadership in leading, collaborating with cross functions and driving result. (Proven track record of project lead is required)
- Being agile to change, purpose-driven, willing to support others ' success

Skills:

- Agility.
- Asset Management.
- Commercial Excellence.
- Cross-Functional Collaboration.
- Customer Orientation.
- Digital Marketing.
- Healthcare Sector Understanding.
- Influencing Skills.
- Marketing Strategy.
- Negotiation Skills.
- Operational Excellence.
- Priority Disease Areas Expertise.
- Product Lifecycle Management (PLM).
- Product Marketing.
- Product Strategy.
- Stakeholder Engagement.
- Stakeholder Management.
- Strategic Partnerships.

Languages :

- English.

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

Taiwan

站点

Taipei

Company / Legal Entity

TW03 (FCRS = TW003) Novartis (Taiwan) Co. Ltd

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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