

# Brand Manager SSA (In market brands)

Job ID REQ-10042968

4月 17, 2025

Kenya

## 摘要

Development and accountability for marketing plans which optimize profitability, market share, and revenue growth for in market brands SSA in the short and long term.

## About the Role

Major accountabilities:

- Align with and localize global therapeutic area and brand strategies.
- Develop sales forecast with support from senior team.
- Integrate input from all functions into the Brand Plan and message development for each customer segment, including payers.
- Interact with all customer groups to make market observations and identify potential insights and market access issues.
- Support and contribute to market research activities.

- Segment customer groups by agreed criteria.
- Identify potential key tactical options within each component of the marketing mix.
- Create and deliver operational plans appropriate to the life cycle of the brand to optimize return for Novartis.
- Lead development and delivery of key promotional campaign materials from insights to review, production, and implementation.
- Lead the development of full-scale communication plans across the product life cycle.
- Lead pre-launch and launch campaigns and evaluate outcomes.
- Align cross-functional resources to the brand strategy.
- Manage effective agency partnerships.
- Monitor business performance and external environment via appropriate tools and take corrective action as required to meet business objectives.
- Accountable for BeSure approvals where applicable.
- Execute any relevant task assigned by the Portfolio Head to improve Novartis brands performance

#### Key performance indicators:

- Achievement of assigned projects timelines, objectives (SMART) & KPIs.
- · Brand sales and market share vs. budget.
- Planning of therapeutic area tactical plan.
- Ensuring timely and compliant promotional material available to medical representatives.
- Innovation and quality of deliverables.
- · Quality of input into brand strategy.
- Quality of input into the pre-launch, launch process, and post-marketing surveillance.
- Collaboration and interaction with internal stakeholders from relevant functions.

## Work Experience:

- 5+ years of experience in marketing or brand management
- Launch experience

#### Education:

- Bachelor's degree required.
- MBA/Post-graduate marketing qualification desirable.

#### 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.
- Critical thinking and collaborative mindset.
- · Data analysis and insight communication.
- · Highly developed organizational skills.
- Strong verbal and written communication skills, maturity to deal with matters of confidentiality and sensitivity.
- Computer literate with advanced proficiency in desktop applications e.g. MS Word, MS PowerPoint, MS Excel, MS Outlook.

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• English.

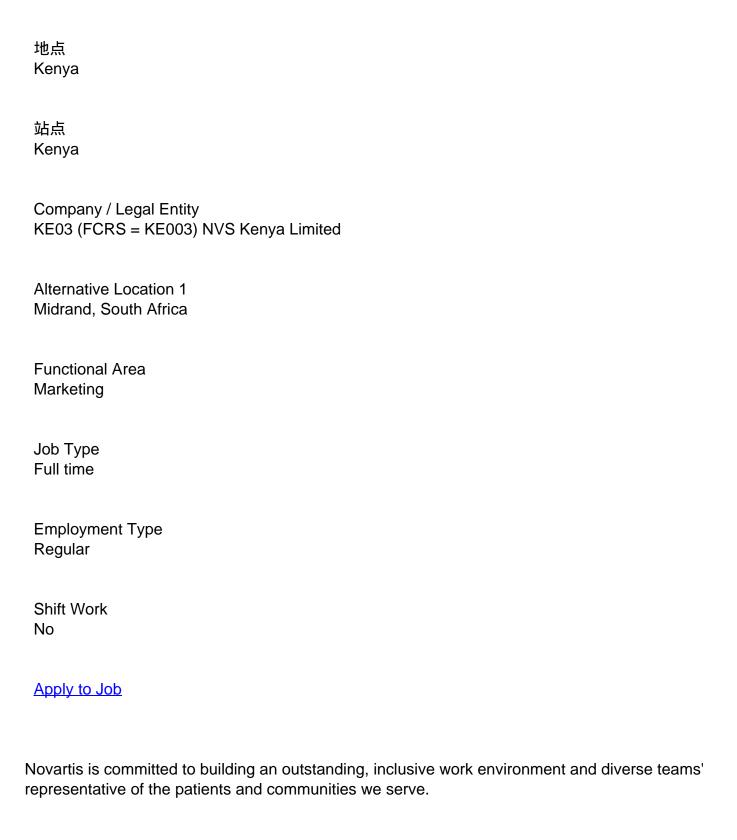
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部门 Corporate Affairs

Business Unit Universal Hierarchy Node





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