

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.

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
Corporate Affairs

Business Unit
Universal Hierarchy Node

地点
Kenya

站点
Kenya

Company / Legal Entity
KE03 (FCRS = KE003) NVS Kenya Limited

Alternative Location 1
Midrand, South Africa

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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