

Brand Leader Cardiovascular - Sostituzione Maternità

Job ID
REQ-10047538

4月 07, 2025

Italy

摘要

As the Brand Leader for Cardiovascular, you will integrate a long-term strategic vision with the execution of the Tactical Plan. Your role will involve maintaining a strong focus on key objectives and market priorities, guiding competitive positioning, and serving as a reference point for all internal and external stakeholders. You will play a central role in coordinating the Brand Team and fostering synergy among the cross-functional team (including access, medical, and sales). Additionally, you will collaborate closely with the sales team to ensure that messages and campaigns are impactful and effectively implemented in the field.

About the Role

Key responsibilities:

Your responsibilities include, but are not limited to:

- Prepare content of Integrated Brand Teams.
- Be 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.
- Be responsible for Effective communication and Omichannel Plan implementation
- Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results.
- Identify area market insights and opportunity via customer interactions -Executes central marketing activities as well as regional initiated marketing activities
- Monitor product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives
- Collaborate with Cross-Functional Team to maximize activities
- Identify specific needs for each patient profile and the implications of the disease for each of them , monitoring patient a drug journey

Essential Requirements:

- Scientific or Economic Degree
- Previous marketing experience
- A previous experience in the therapeutic area will be considered a plus
- Cross Cultural Experience.
- Project Management.
- Operations Management and Execution.
- Italian and English on a fluent level

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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International

Business Unit
Innovative Medicines

地点
Italy

站点
Milano

Company / Legal Entity
IT08 (FCRS = IT008) Novartis Farma S.p.A.

Functional Area
Marketing

Job Type
Full time

Employment Type
Temporary (Fixed Term)

Shift Work
No

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