

Digital Disease Partner

Job ID
REQ-10048319

4月 10, 2025

Saudi Arabia

摘要

If you live and breathe digital marketing. We are looking for a Digital Disease Partner to develop, implement, track, and optimize our omni-channel campaigns across all omni-channel channels. Responsible for the development, implementation and execution of brand strategy, marketing mix, operational plans that optimize sales, market share and revenue growth for assigned brands in the short and long term.

Develop a local tactical plan. Responsible for achieving the sales targets, including responsibility for profit and loss and optimal resource utilization and allocation. End-to-end implementation and roll out of omni-channel initiatives in the country.

Execute the omni-channel strategy to improve patients and doctors' journey, increase business value, and enable agile ways of working, resulting in better quality of life to patients.

About the Role

Major Accountabilities

He/she is curious and likes to be up-to-date and understands the digital trends happening in pharma/MedTech industry.

Digital Disease Partner will spend +70% of time in customer detailing according to digital segmentation aligned with customer engagement head.

Territory Management through Ensure achievement of MCQ targets by effectively using omnichannel engagement with target HCPs via:

Call rate/ adherence via Veeva Engage/ Phone Call

Webinar/ Virtual Engagement implementation

Email Coverage

HCP Portal visits

Allocation and optimization of allocated resources and operating within assigned budgets and policies.

Review of HCP master list quarterly.

Demonstrate clear understanding on the needs and pain points of target HCPs and closely feedback to Marketing/Medical for more relevant content and programs.

Overall responsibility for developing & executing the Fundamental of Tactical Plans.

Execution of the Marketing strategy - including campaigns, events, omni-channel marketing, and customer initiatives (e.g., promotional tools, Communication Materials; etc.) to ensure operational excellence and to maximise product sales potential.

Implementation of customer journey elements as necessary

Plan and execute all omni-channel activities, including marketing database, content management email, websites, social media, and promo campaigns according to MCQ with agencies.

Acceleration of omni-channel transformation journey by activating and managing engagement touchpoints for customers

Lead the localization, execution of global OCE and existing digital tools to drive best in class Customer experience in each marketing event incorporating brand and above brand elements collaborating with the Customer Engagement Head.

Collect Customer Feedback, Market Insights & Competition Dynamics.

Provide accurate and timely sales forecast and demand plan for assigned brands and ensure its alignment with the commercial teams.

Secure P3 & shopping cards and government approvals for related activities.

He/she is considered by external stakeholders as KOL in the health tech ecosystem in the country

Distribution of SFDA approved Risk Management Plan Educational Materials to the list of HCPs approved by SFDA and Update the RMP distribution list as needed.

Provide the distribution evidence to Patient Safety upon finalizing the distribution

Reporting of Adverse Events from any source, regarding of causality and seriousness , to the patient safety department within 24 hours.

Key performance indicators/ Measures of success

- Sales vs. budget
- Contact rate and coverage (Daily Contact Rate vs Benchmark)
- Sales & Market Share targets (Sales Vs Target, Market share Growth, absolute cash growth as specified by specific brand)
- Meeting spend Vs budget
- Therapy/Product Knowledge including tertiary evaluations of progress.
- Delivery of Customer centric activities / dependant on individual and in agreement with Customer Engagement Head
- Quality of product sales forecasting

Ideal Background

University Degree and / or Life science degree, Paramedic / nursing qualification Proven, successful selling track record 2 years in Pharma environment.

Knowledge of Pharma industry and its Changing environment. Demonstrable high achiever in Same or Other Relevant fields

Languages:

English and Local Language

Key Priorities:

- Operational Excellence
- Cross Functional Alignment
- Marketing/Digital scope of work

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

Saudi Arabia

站点

Jeddah

Company / Legal Entity

SA01 (FCRS = SA001) Novartis Saudi Arabia Ltd

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular (Sales)

Shift Work

No

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