

Marketing Brand Management

Job ID
REQ-10048867

4月 23, 2025

Mexico

摘要

- Gerentes de marcas locales O especialistas globales / regionales / locales en sub-funci ó n dentro de una sub-funci ó n de marketing espec í fica.
- Definir la estrategia de productos de acuerdo con la gesti ó n local y el departamento de marketing global, e implementar planes/proyectos t á cticos de apoyo.

About the Role

Key responsibilities:

- Prepares the content for integrated brand teams and launch teams.
- Responsible for the execution, monitoring, and analysis of agreed-upon tactical plans to ensure the growth of the brand(s).

-Leads the development of promotional activities in accordance with internal SOPs and the Code of Conduct.

-Monitors and controls brand budgets, forecasts, and expenses, and evaluates the product marketing mix to assess profitability and results.

-Identifies market information and opportunities in the area through customer interactions

-Executes core marketing activities as well as initiated regional marketing activities

-Monitors product performance and the external environment using appropriate tools and taking corrective action if necessary to meet business objectives

-Collaborates with Marketing and Medical teams to maximize activities: - Scouting Centers, KOLs, and OLs by disease within the assigned territory - Identify specific needs for each patient segment and the implications of the disease for each within the assigned territory

Key Performance Indicators

- Local brand managers OR global/regional/local specialists in a sub-function within a specific marketing sub-function.
- Define product strategy in conjunction with local management and the global marketing department, and implement supporting tactical plans/projects.

Work Experience

- Bachelor ' s degree
- Multicultural Experience
- Operations Management and Execution
- Project Management
- Advanced English

Skills

Digital Marketing

Marketing Strategy

Product Strategy

Asset Management

Product Marketing

Product Lifecycle Management (PLM)

Understanding of the Healthcare Sector

Expertise in Priority Disease Areas

Commercial Excellence

Operational Excellence

Customer Focus

Agility

Influencing Skills

Negotiation Skills

Stakeholder Engagement

Stakeholder Management

Strategic Alliances

Cross-Functional Collaboration

Benefits and rewards

Read our handbook to learn about all the ways we'll help you thrive personally and professionally:

<https://www.novartis.com/careers/benefits-rewards>

Commitment to Diversity and Inclusion

Novartis is committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

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

Mexico

站点

INSURGENTES

Company / Legal Entity

MX06 (FCRS = MX006) Novartis Farmac é utica S.A. de C.V.

Alternative Location 1

INSURGENTES (Sandoz), Mexico

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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Ajustes de accesibilidad

Novartis tiene el compromiso de trabajar y proporcionar adaptaciones razonables para personas con discapacidad. Si, debido a una condición médica o discapacidad, necesita una adaptación razonable para cualquier parte del proceso de contratación, o para desempeñar las funciones esenciales de un puesto, envíe un correo electrónico a tas.mexico@novartis.com y permítanos conocer la naturaleza de su solicitud y su información de contacto. Incluya el número de posición en su mensaje.



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