

# Brand & Customer Manager

Job ID

REQ-10023422

08 octobre 2024

République tchèque

## Summary

Join our Hematology team as a Brand Manager who would lead the commercial launch of a new product in the field of rare diseases. Part of the role will also include responsibility for sales including KOLs interactions and account management.

## About the Role

- **Key Responsibilities:**• Build and develop relationships with targeted HCPs within assigned accounts• Brand strategy development, promotional campaigns & tactical plans within marketing budgets
  - Running market research programs & market insights for responsible brands and monitors /anticipating market development
  - Responsibility for execution, monitoring and analysis of the agreed tactical plans to ensure the growth of the brand(s)
  - Leadership of the cross-functional local/regional brand Team, incl. coordination of the One Impact Plan, and monitoring the execution of objectives
  - Leadership of the development of promotional activities in line with internal SOPs and Code of Conduct guidelines
  - Monitoring and controlling brand budgets, forecasts and expenses and assessing the marketing mix of the product to evaluate cost-effectiveness and results
  - Identification of area market insights and opportunities via customer interactions
  - Execution of central marketing activities as well as regional-initiated marketing activities
  - Monitoring product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives
  - Compliance with applicable policies, procedures and other regulations
- Essential requirements:**
- University degree, ideally Business/Pharmacy/Medicine
  - Czech native and English proficient
  - At least 3 years experience as the Product Manager (shown success; pharmaceutical business preferable) or Brand Manager, preferably knowledge of hema/onco market
  - Be sensitive to market dynamics, regional differences, segmentation, pricing strategies and understand marketing research
  - Innovative and Creative: Develop innovative concepts and approaches to positioning and tactical marketing in the therapeutic market
  - Partnership and Collaboration: Coordinate functional teams from sales and marketing services, medical affairs and clinical development. Coordinate the general direction of symposia in collaboration with the marketing services department
  - Ability to build and maintain close relationships with local opinion leaders Ability Analytical approach with a focus on sales performance and related KPIs (Key performance indicators) is critical and

competitive benchmarking

- Demonstrate strong communication skills, provide input to field managers and representatives, report writing and presentation skills

**You'll receive:**

- Company car
- Monthly pension contribution matching your contribution up to 3% of your gross monthly base salary
- Company Shares Program
- Risk Life Insurance (full cost covered by Novartis)
- 5-week holiday per year (1 week above the Labour Law requirement)
- MultiSport Card (costs covered by company)
- 4 paid sick days within one calendar year in case of absence due to sickness without a medical sickness report
- Cafeteria employee benefit program – choice of benefits from Benefit Plus for 12,500 CZK per year
- Meal vouchers for 105 CZK for each working day (full tax covered by the company)

**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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<https://talentnetwork.novartis.com/network>

**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>

Division

International

Business Unit

Innovative Medicines

Location

République tchèque

Site

Prague

Company / Legal Entity

CZ02 (FCRS = CZ002) Novartis s.r.o

Functional Area

Commercialisation

Job Type

Full time

Employment Type

Regular

Shift Work

No

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**Accessibility and accommodation**

Novartis is committed to working with and providing reasonable accommodation to all individuals. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to receive more detailed information about the essential functions of a position, please send an e-mail to [di.cz@novartis.com](mailto:di.cz@novartis.com) and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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

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