

Specialty Care Marketing Brand Manager " >

Job ID

317902BR

Oct 08, 2021

Japan

Job Description

10 Major new medicines planned for launch over the next few years crafting new career opportunities for those who want to make a direct impact on patients at scale.

Your key responsibilities:

Your responsibilities include, but are not limited to:

- Develop launch plan of future pipelines in Immunology, Dermatology and Hepatology area, using existing portfolio.
- Is responsible for the marketing team for developing innovative business model and customer initiatives (e.g. promotional tools, disease awareness campaign, and internal product related communications)
- Handle brand finance and budgets, including appropriate management of brand resources and forecasting.
- Act as brand champion to build focus and passion both internally and with external customers and agencies.
- Engage external customers and co-create valuable programs for patients in newly launching brands.

Minimum Requirements

What you'll bring to the role:

Essential:

- A University level (bachelors) degree; Marketing, Business Administration, Clinical Research, or related field.
- Japanese: Fluent (mother tongue)
- Strong interpersonal skills at all levels within the organization both in Japanese and English.
- 5-7 years of experience in field sales, related marketing services, brand management and/or medical activities.
- Communication skills with Key Drs
- Business planning, analysis, forecasting, management reporting skills
- Internal cross functional communication and leadership

Desirable requirements:

- MBA a plus
- English: Business level preferred

Why Novartis?

769 million lives were touched by Novartis medicines in 2020, and while we're proud of this, we know there is so much more we could do to help improve and extend people's lives.

We believe new insights, perspectives and ground-breaking solutions can be found at the intersection of medical science and digital innovation. That a diverse, equitable and inclusive environment inspires new ways of working.

We believe our potential can thrive and grow in an unbiased culture underpinned by integrity, curiosity and

flexibility. And we can reinvent what's possible, when we collaborate with courage to aggressively and ambitiously tackle the world's toughest medical challenges. Because the greatest risk in life, is the risk of never trying!

Imagine what you could do here at Novartis!

Commitment to Diversity & Inclusion:

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

Join our Novartis Network:

If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here:

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

Division

PHARMA

Business Unit

Japan

Location

Japan

Site

Tokyo

Company / Legal Entity

Novartis Pharma K.K.

Functional Area

Marketing

Job Type

Full Time

Employment Type

Regular

Shift Work

No

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