

Brand Leader Neuroscience Kesimpta " >

Job ID

321415BR

Jun 16, 2021

Belgium

Job Description

Novartis has an established and expanding presence in Neuroscience, with two products to be launched in 2021/2022. To strengthen our presence within the domain of MS and transform MS treatment, Novartis is looking for a dynamic, innovative and execution oriented Brand Leader, who likes to challenge the status quo. With that role we aim at define the best strategy for the brand and maximize market performance delivering sales objectives.

Main responsibilities:

- Play a key role in the shaping of the strategic direction of the product. Develop strategic cross-functional plans for the brand. Identify the growth opportunities and the potential gaps to close, to maximize brand potential. Clearly identify sales growth potential and resourcing needed to achieve target.
- Assess, organize, plan and monitor our brand strategy to ensure optimized interaction between NVS and our customers
- Create and deliver the local strategic & operational plans in-line with Global/CPO direction, i.e. Unified Patient Journey (UPJ), Integrated Product Strategy (IPS); customer experience services
- Proactive development of marketing and promotional mix to meet brand objectives and customer needs, fully integrating digital in marketing mix and strategy
- Deliver ongoing market & brand analyses and implement strategic plans based on the outcome
- Monitor business performance KPI's and external environment on an ongoing basis via appropriate tools to deliver corrective action as required to meet business objectives.
- Liaison with external agencies to deliver innovative and disruptive initiatives for brand
- In depth disease and market understanding to gather customer insights through multiple channels
- Act as a brand champion to create enthusiasm and focus internally and with external customers
- In alignment to the overall marketing planning, take responsibility to provide proper internal communication regarding customer experience, product news and marketing activities in sales cycle meetings, ensures the appropriate marketing support for the brands is provided to the Sales teams
- Proper financial management of Advertising and Promotion budget
- Curious to explore new tactics and to look for digital solutions
- Own the patient model through excellent knowledge of market evolvments and underlying assumptions. Provide volume based financial forecasting and forecasting to supply chain to ensure correct inventory control.
- Develop and maintain strong relationship with all relevant stakeholders. Engage with customers to understand the needs, build trust and collaborate on future objectives.
- Closely work with RE/Global and WEC to share and implement best practices and co-create the best strategy for the product
- Plan and execute all communications and media actions on all channels
- Closely work with the Market Access Manager to ensure the broadest reimbursement for the product

Minimum Requirements

- University degree or equivalent in Science, Marketing or Business qualification
- Minimum of 5 years' experience in marketing
- Prior experience in the therapeutic domain of MS and knowledge of the diseases or previous experience in disrupting market through innovation is a plus
- Fluent in English and French or Dutch. Knowledge of all three languages preferred.
- Affinity and interest in digital tools
- Must be able to work in a cross-functional team with open mindset
- Strong communication and presentation skills.
- Analytical skills: experience in building patient flows and patient models and translating it into sales perspectives. Good knowledge of MS Excel required.
- Eager to learn and able to work autonomously. Agile and a born strategic thinker with a positive, external oriented mindset.
- Must be result driven and able to adapt, organize, prioritize, and work effectively in a constantly changing environment. Have a curious mindset daring to do differently and exploring new ways of working.

Division

PHARMA

Business Unit

REGION EUROPE PHARMA

Location

Belgium

Site

Vilvoorde

Company / Legal Entity

NOV PHA BEL

Functional Area

Marketing

Job Type

Full Time

Employment Type

Regular

Shift Work

No

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