

## **Head of Market Research " >**

Job ID  
329244BR  
Russian Fed.

### **Job Description**

105,000 people re-imagining medicine for more than 750 million people globally!

As part of the team this role is critical in leading of the team of Market research to provide our key stakeholders with accurate & on-time information with insightful recommendations to identify new market opportunities.

Your responsibilities include, but not limited:

- Ownership of primary and secondary research area: partnering with the GM, BU, Product Managers and other functions to identify information gaps, validate in-sights of customer and consumer behavior and needs
- Planning and execution of primary research calendar of activities. Adequate planning of activities throughout the year with diagnostic research (ATUs, Message Tracking, Competitive Analysis, Syndicated studies, etc) and Insight validation (hypothesis testing) across brands
- Responsible for the Project Initiation Brief (PIB) clearly identifies the Business Decision, Marketing Research Objectives, Methodology, Deliverables and Timing of project. Revision and approval of PIB by Brand Team
- Project Management: Manage qualitative and quantitative projects towards the objectives defined in the study
- Developing creative approaches to understand consumer / customer attitudes and behaviors
- Managing vendor relations
- Market forecasting: responsible for pharmaceutical market forecasting

### **Diversity & Inclusion / EEO**

*Компания Novartis стремится создать выдающуюся, инклюзивную рабочую среду и разнообразные команды, представляющие пациентов и сообщества, которым мы служим.*

### **Minimum Requirements**

*Компания Novartis стремится создать выдающуюся, инклюзивную рабочую среду и разнообразные команды, представляющие пациентов и сообщества, которым мы служим.*

Division  
PHARMA  
Business Unit  
REGION EUROPE PHARMA  
Location  
Russian Fed.  
Site  
Москва

Company / Legal Entity

OOO Novartis Pharma

Functional Area

Marketing

Job Type

Полная занятость

Employment Type

Постоянная работа

Shift Work

Нет

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