

# TA Strategy Lead - GenMed

Job ID  
REQ-10006743  
Oct 02, 2024  
Japan

## Summary

The TA Strategist who is responsible for General Medicine strategy development to maximize sales result, contributing huge amount of patients life.

## About the Role

### Major accountabilities:

- Create short/mid/long term marketing strategy with deep understanding of market dynamics/customer insights & finding opportunities to enhance each brand
- Optimize channel/promotional mix for individual brand through appropriate resource allocation that meets brand objectives and customer needs.
- Lead cross-functional team for customer initiatives (e.g. customer plan/promotional tools/public relations/internal communications).
- Manage brand finance and budgets, including appropriate management of brand resources.

### Key performance indicators:

- Lagging indicator: Brand sales result & patient number contributed by NPKK products
- Leading indicator (e.g. Depth KPIs/Executorial KPIs/Brand perception)

### Minimum Requirements:

#### Education:

- A University level (bachelors) degree
- MBA a plus

#### Languages:

- English: Business level (mandatory)
- Japanese: Business level (mandatory)

#### Experience/Professional requirement:

- Experience working cross-functionally and trans-nationally
- Pharmaceutical marketing experience
- Several years of experience in field sales, related marketing services, brand management.
- Strong interpersonal skills
- Internal cross functional communication and leadership

## Competency

- Strong relationship development and natural collaboration
- Experience and capable of managing Global communications
- Strategic, analytical and creative thinking
- Agile mindset

## Skills Desired

Agility Cross-Functional Collaboration Customer Orientation Marketing Strategy Negotiation Skills Strategic Partnerships (PLM)

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Division

International

Business Unit

Innovative Medicines

Location

Japan

Site

Toranomon (NPKK Head Office)

Company / Legal Entity

JP05 (FCRS = JP005) Novartis Pharma K.K.

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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