

# Manager Primary Market Research

Job ID  
REQ-10016473  
Sep 09, 2024  
India

## Summary

-Explore, develop, implement and evaluate Digital innovation solutions that address customer needs. Co-create with key stakeholders to build partnerships and collaborations -Lead the delivery of multiple projects across a variety of creative and marketing channels, including print and digital media. Develop and coordinate project plans across the design, development and production stages of a project to support the successful delivery within set KPI's. -Works in collaboration with brand teams technical teams and all functions to maximize value -Provides consultancy, advice and assistance on strategy for commercialization of products, and influence marketing/Marketing Sales Operation team on decision making on Sales Force resource allocation in most optimal ways, through delivery of proven analytics based projects. -Provide analytics support to Novartis internal customers

## About the Role

### Manager – Primary Market Research

### Location – Hyderabad #LI Hybrid

#### About the Role:

Be part of a leading healthcare primary market research team working with brand teams across the globe, as part of Novartis' longer term strategic plan, to bring a new innovative products to those in need.

This leadership role provides the opportunity to work in collaboration with global and regional brand teams, brand insight teams and marketing teams spanning the full suite of Novartis products throughout their lifecycle stages. Role is critical to business growth and launch impact across pre-launch and growth brands

#### Key Responsibilities:

- Plan and design market research analyses based on a sound understanding of the research tools, techniques, datasets, and resources available and their use at various stages of the 'product life-cycle'
- Have the functional knowledge of and experience using statistical methodologies and analytical models
- Provide effective guidance to planning of studies, including research material design
- Input and guide report structure to illustrate complex analysis in user friendly and easy to digest way
- Provide alternative proposals/different approaches and suggestions for optimization of approach and

alignments with other studies performed or planned. Implement and complete studies on local, regional & global level

- Assist line manager/ MR LT with delivery of financial targets for MR. Deeply understand customer needs and promote MR service development
- Meet important metrics tied to performance to contribute to overall financial and department success

**Essential Requirements:**

- 7-8 years work experience in market research / specialist agencies. Significant experience of driving small and large multi-country MR studies.
- Experience in working across regions and within a commercial, market research team, responsible for managing projects end to end
- Preferred: Knowledge of the disease areas within the Pharma sector, with strong presentation skills
- University degree BA/BS/MA degree in business, statistics/mathematics, medicine, sciences, health economics, sociology, psychology.
- Fluency in English, superior written composition skills

**Desirable requirements:**

- Ability to communicate optimally and to have a persuasive and credible presentation style
- Strong intuition for business and solution-orientation approach. Experience in remote relationships (on-shore/off-shore capability delivery).

**Why Novartis:** Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

**You'll receive:** You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. <https://www.novartis.com/careers/benefits-rewards>

**Commitment to Diversity and Inclusion:**

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' 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>

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Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together?  
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**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

Operations

Business Unit

CTS

Location

India

Site

Hyderabad (Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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