

# TX Brand Manager

Job ID

REQ-10010134

juin 26, 2024

République de Corée

## Résumé

- Local Brand Managers OR global / regional / local sub-function specialists within a specific marketing sub-function.
- Define product strategy in agreement with local management and global marketing department, and implement supporting tactical plans/projects.

## About the Role

**Internal Role Title:** TX Marketing Brand Manager

**Location:** Seoul, Korea #LI-Hybrid

**Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.**

## Key Responsibilities:

- Prepares content of Integrated Brand Teams and Launch Teams.
- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brand(s)
- Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.

Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results.

Identifies area market insights and opportunity via customer interactions

- Executes central marketing activities as well as regional initiated marketing activities
- Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives
- Collaborate with Marketing and Medical teams to maximize activities:
- Scout centers, KOLs and OLs by disease within assigned territory
- Identify specific needs for each segment of patients and the implications of the disease for each of them within assigned territory

## Essential Requirements:

- Strong interest in pharmaceutical marketing and willingness to find future opportunities in the field
- Problem solving in ongoing competition and challenging situations
- Flexible and responsive mindset
- Cross-functional collaboration with smooth communication with team-work spirit

**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>

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Division

International

Business Unit

Innovative Medicines

Emplacement

République de Corée

Site

Seoul

Company / Legal Entity

KR01 (FCRS = KR001) Novartis Korea Limited

Functional Area

Commercialisation

Job Type

Full time

Employment Type

Regular

Shift Work

No

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