

# Brand manager - Oncology (m/f/d) / Vodja blagovne znamke v onkologiji (m/ž/d)

Job ID  
REQ-10022799  
Set 20, 2024  
Slovenia

## Sommario

Our role at Novartis is to ensure that our medicines reach every person who can benefit from them. Together, we reached more than 200 million patients in 2023, and we have the potential to impact the health of 7 billion people worldwide. We owe it to patients to be at our best and continue to aim higher and further.

At Novartis, development drives growth and success for both individuals and the organization. We want everyone to be inspired by our purpose, curious about new ideas, and accountable for delivering our strategy. It's a true privilege and great responsibility to develop and deliver the next generation of transformational medicines founded in innovative science.

## About the Role

Brand Manager is responsible to elaborate local strategy and tactical plan for the brand(s) and ensure together with digital engagement manager implementation of the omnichannel tactical plan, including in collaboration with field force Excellence Lead& Coach execution of field activities and calling upon targeted customers to reach business objectives (for instance budget, performance) in accordance with the law, internal regulations, good practices, and business objectives.

## Your key responsibilities:

- Overall accountability for brand performance, meeting brand targets as defined by forecast.
- Form local strategy and tactical plan for one or several brands. Ensure omnichannel tactical plan, incl. field activities.
- Be recognized as the 'brand champion' by developing and continuously updating knowledge of therapy, product and market as well as anticipating future trends in disease management, patient access.
- Using global available resources, creating, adapting and driving of omni channel brand tactical plans (Situation analysis, key issues, SWOT, strategic imperatives, marketing objectives, tactics (including timetable and resources allocation)- In collaboration with scrum master/senior marketing lead.
- Ensure motivation, engagement and internal coordination of country team (medical, finance, Max, DRA), cluster and region to maximize the use of available resources.
- Execution of customer-focused field activities as per tactical plans (round tables, national and international congresses, advisory board meetings, etc.).
- Regular and planned strategic meetings with medical experts to develop and maintain strong relationships to support current and future brand objectives, in a customer centric and team integrated manner.
- Full compliance with all Novartis regulations regarding: Data Privacy, Quality and other internal

regulations on Integrity & Compliance (e.g., NP4, Conflict of Interest, Code of Conduct)

### **What you will bring to the role:**

- University degree in pharmacy, or medicine; alternatively: university degree in natural sciences or biomedicine and additional knowledge in the field of medicine.
- Functional knowledge of Slovenian and English languages.
- At least 6 years of experience in pharma industry (in marketing or as medical representative).
- Preferred Experience with Oncology Therapeutic area.

Job location: **Slovenia**.

### **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:**

Competitive salary, Annual bonus, Flexible working schedule, tailored to your needs, possibility to work from home, Pension scheme, Employee Recognition Scheme, Expanded program for the promotion of health in the field of physical, mental and social well-being (Well-being), employment at Top SI Employer, Unlimited learning and development opportunities.

### **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>

Vodja blagovne znamke (m/ž/d) je odgovoren za izdelavo lokalne strategije in taktičnega načrta za eno ali več blagovnih znamk ter da, skupaj z vodjem digitalnega udejstvovanja, zagotavlja izvajanje vsekanalnega taktičnega načrta, vključno z izvajanjem terenskih dejavnosti v sodelovanju z vodjo odličnosti in coachem terenskih timov ter opiranjem sodelovanja s ciljnimi strankami za doseganje poslovnih ciljev (na primer v zvezi s proračunom ali uspešnostjo).

### **Vaše ključne odgovornosti:**

- Splošna odgovornost za uspešnost blagovne znamke in doseganje ciljev blagovne znamke, kot je opredeljeno z napovedjo.
- Izdelava lokalne strategije in taktičnega načrta za eno ali več blagovnih znamk ter in zagotavljanje izvajanja smiselnega vsekanalnega taktičnega načrta, vključno z izvajanjem terenskih dejavnosti.
- Doseganje prepoznavnosti kot »prvak blagovne znamke« z razvojem in nenehnim posodabljanjem znanja o zdravljenju, izdelku in trgu ter predvidevanjem prihodnjih trendov pri obvladovanju bolezni in dostopu bolnikov do zdravljenja.

- Uporaba globalno razpoložljivih sredstev, ustvarjanje, prilagajanje in vodenje vsekanalnih taktičnih načrtov blagovnih znamk (analiza situacije, ključna vprašanja, SWOT, strateške potrebe, trženjski cilji, taktike (vključno s časovnico in razporeditvijo sredstev) – v sodelovanju s Scrum Masterjem/višjim vodjo trženja.
- Zagotavljanje motivacije, angažiranosti in notranje koordinacije tima na ravni države (področja medicinskih zadev, financ, Max, DRA), skupine in regije, da se razpoložljiva sredstva čim bolje izkoristijo.
- Izvajanje terenskih dejavnosti, usmerjenih v stranke, skladno s taktičnimi načrti (okrogle mize, nacionalni in mednarodni kongresi, sestanki svetovalnih odborov itd.).
- Redna in načrtovana strateška srečanja z medicinskimi strokovnjaki za razvoj in vzdrževanje močnih odnosov v podporo trenutnim in prihodnjim ciljem blagovne znamke na način, ki je osredotočen na stranke in integriran v tim.
- Popolno upoštevanje vseh Novartisovih predpisov glede: zasebnosti podatkov, kakovosti in drugih notranjih predpisov o integriteti in skladnosti (npr. NP4, navzkrižje interesov, kodeks ravnanja).

### **Vaš doprinos k delovnem mestu:**

- Univerzitetna izobrazba farmacevtske ali medicinske smeri oziroma univerzitetna izobrazba naravoslovne ali biomedicinske smeri in dodatna znanja s področja zdravil.
- Najmanj 6 let izkušenj v farmacevtski industriji (trženje ali v funkciji strokovnega sodelavca).
- Tekoče znanje slovenskega in angleškega jezika.
- Zaželene izkušnje na področju onkologije.

### **Kaj nudimo:**

Konkurenčen plačni paket, dinamičen način dela, ki vključuje delo na terenu, pokojninsko shemo, shemo nagrajevanja in priznanja dosežkov, razširjeni program promocije zdravja na področju telesnega, duševnega in družbenega počutja (Polni življenja), delo v družini prijaznem okolju ter dogodke, neomejene priložnosti za učenje in razvoj.

### **Zakaj Novartis?**

Naš namen je soustvarjati medicino za izboljšanje in podaljševanje življenja ljudi, naša vizija pa je postati najbolj cenjeno in zaupanja vredno farmacevtsko podjetje na svetu. Kako lahko to dosežemo? S pomočjo naših ljudi. Prav naši sodelavci nas vsak dan spodbujajo, da dosežemo svoje ambicije. Postanite del te misije in se nam pridružite! Več na spodnji povezavi: <https://www.novartis.com/about/strategy/people-and-culture>

### **Predani smo raznolikosti in vključenosti**

Novartis si prizadeva ustvariti izjemno, vključujoče delovno okolje in oblikovanje raznolikih timov, saj ti predstavljajo naše bolnike in skupnosti, ki jih oskrbujemo.

**Pridružite se naši mreži Novartis:** V kolikor se ne prepoznate v zgornjem opisu delovnega mesta, vas vabimo, da se vpišete na spodnji povezavi v Novartisovo bazo talentov saj lahko tako vašo vlogo upoštevamo za podobne pozicije v prihodnosti: <https://talentnetwork.novartis.com/network>

**Why Novartis:** Helping people with disease and their families takes more than innovative science. It takes a community of smart, passionate people like you. Collaborating, supporting and inspiring each other. Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together? <https://www.novartis.com/about/strategy/people-and-culture>

**Join our Novartis Network:** Not the right Novartis role for you? Sign up to our talent community to stay

connected and learn about suitable career opportunities as soon as they come up:

<https://talentnetwork.novartis.com/network>

**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>

Divisione

International

Business Unit

Innovative Medicines

Posizione

Slovenia

Sito

Ljubljana

Company / Legal Entity

SIA0 (FCRS = CH024) Novartis Pharma Services

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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## Accessibility and accommodation

Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to [diversity.inclusion\\_slo@novartis.com](mailto:diversity.inclusion_slo@novartis.com) and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

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