

TA Strategy Lead - GenMed

Job ID
REQ-10006743
Okt 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/Executional 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

Standort

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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