

Brand Associate Oncology

Job ID
REQ-10037824
Mar 07, 2025
Mexico

Summary

Location: Insurgentes, Mexico City, #LI-Hybrid

Development and execution of promotional materials in accordance with brand strategy:
Implementation of “adoption journeys” by customer segment and follow-up
Timely execution of event planning generated by sales force (round tables and scientific sessions)

About the Role

Key Responsibilities:

- Coordination with creative agency for the elaboration of promotional materials promotional material
- Liaises with internal departments and external agencies to ensure full communication and success of promotional materials
- Review of texts and promotional claims with medical management and marketing
- Internal and external submission of material (COFEPRIS)
- Follow-up on printing/programming and delivery of material per cycle
- Development of promotional guide per cycle and presentations
- Ensure excellence in execution withing the Sales Managers by field monitoring
- Extensive contact with sales force for event planning and execution
- Assure the generation of required documentation for submission
- Timely closing of the event within the internal system
- Generates reports of brand events and impact at a market level

Implementation of the “Treatment startup” program for the brand

- Ensure optimal inventory level
- Analyze and propose process optimization
- Ensure delivery is generated on time and on budget

Essential requirements:

Academic Background: Professional with a Bachelor’s Degree in positions related to Administration & Marketing

Essential: Between 1-2 years of working experience in the pharmaceutical industry

Skills: Intermediate Office Package (Excel, PPT), Advanced English, Veeva CRM

Desirable

- Sales Experience
- Understanding of the Oncology Market
- Digital understanding
- Applies project management, analytical, communication and presentation skills.
- Demonstrates commercial drive and networking and flexibility

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>

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.

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>

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Division

International

Business Unit

Innovative Medicines

Location

Mexico

Site

INSURGENTES

Company / Legal Entity

MX06 (FCRS = MX006) Novartis Farmacéutica S.A. de C.V.

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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