

Medical Head, Neuroscience

Job ID
REQ-10029796
Nov 14, 2024
Australia

About the Role

- Leads and drives consistent execution of brand strategy through the cross-functional team, ensuring understanding, alignment, ownership and on board
- Provides input and chips into the global brand strategy and execution by sharing local insights and standard processes
- Generates brand specific insights through understating of local customer and patient journey and brand impact on the medical community
- Identifies local strategic goals for a brand pre and post launch, factoring in effective market research and local conditions. Builds, leads plan to develop collaborative relationships with the Key Opinion Leaders locally to develop advocacy
- Develops and implements marketing campaigns and tactics and manages this effectively through well-defined KPIs
- Builds and leads brand team (as required by strategy). Supports in the enablement of the sales team with crystal clear messaging and differentiated positioning of the brand
- Acts as a brand champion crafting excitement and passion both internally and externally

We are seeking candidates who meet the following requirements:

- Strong leadership, influencing, and collaboration skills, with experience in a matrix environment, particularly in clinical and medical affairs. Previous experience with launches across multiple therapy areas is preferred.
- Demonstrated experience in data generation, with an advantage if you have experience with real-world evidence data generation.
- Proven ability to build credibility as a peer expert with external stakeholders.
- Strong market understanding acquired through country experience.
- Strategic analytical skills to identify scientific opportunities and development gaps.
- Understanding of unmet medical needs and ability to utilize innovative, multichannel communication formats for effective evidence dissemination.
- Track record of successfully leading and hiring top-tier medical talent.
- Experience working and leading in a fast-paced, high-demand organization.
- Expertise and experience in the related therapeutic area preferred, especially for medical launches.
- Preferred qualifications include MD, PhD, or PharmD.

Role Requirements

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?
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Division

International

Business Unit

Innovative Medicines

Location

Australia

Site

New South Wales (NSW)

Company / Legal Entity

AU04 (FCRS = AU004) AU Pharma Pty Ltd

Functional Area

Research & Development

Job Type

Full time

Employment Type

Regular

Shift Work

No

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