

# Marketing Therapeutic Area Lead (Brand Manager, Oncology)

Job ID

REQ-10030071

Nov 20, 2024

Hungary

## About the Role

Your Key Responsibilities:

Your responsibilities include, but not limited to:

- Devise launch product strategy that will achieve optimal long-term performance in terms of market share and product performance, including marketing campaign, activity plan and budget. Drive launch excellence process through effective collaboration with x-functional team responsible for product's performance, patients journey and go-to-market models.
- Devise brand-specific x- functional tactical plan including clear KPIs. Work in direct collaboration with global and regional product teams to ensure the seamless implementation of global strategy on the country level. Establish direct working relationship with the TA responsible person in the cluster team.
- Represent the country TA in business reviews and regional meetings. Actively research and map outside partnership, copromotion / comarketing options for the TA and develop specific plans to maximize potential BD&L value, working in cooperation with the BD&L Lead. Explore, develop and strengthen relationship with the leading vendors in the TA field.
- Actively map the potential third party vendors in accordance with the procurement policy, assess, monitor and supervise third party vendors' performance and ensure full lifecycle management of the related contracts. Continually monitor the performance of third party vendors and document the compliance with the relevant internal policies of the company, proactively align any potential non-compliance issues to POP Champion, CPS, QA, Legal and ERC.
- Track global launch/TA performance and actively share and bring in best practices by relevant market archetype. Outline actionable goals for the therapeutic area (TA)/business over five-year planning period and integrates efforts of local operations, and support areas based on internal capability, market fit, competitive dynamics and corporate expectations.
- Develop, implement, and update TA action plan; analysis, identification of key customers, issues and opportunities and tactics/activities. This will include a plan for engagement with KOLs, PAG groups and relevant public affairs stakeholders working together with the Medical Lead as well as with TA Access Lead.
- In cooperation with Access Lead and TA Medical Lead/ Field Medical Advisor develop and implement a cross-functional market access plan covering pricing and reimbursement and including stake-holder management.
- Ensure efficient processes for compliance with law and Novartis policies (e.g. P3 or Code of Conduct).

Essential Requirements:

- Education: BA or MSC Degree.

- Min. 5 years of experience as Product Manager or Brand Manager from Pharma.
- Proficient Hungarian and English, both written and spoken.
- Innovative Pharma experience.
- Thorough understanding of marketing operations and science, product life-cycle management.
- Project Management.
- Great communication skills.

Desirable Requirements:

- Oncology therapeutic area knowledge.

## 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?

<https://www.novartis.com/about/strategy/people-and-culture>

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Division

International

Business Unit

Innovative Medicines

Location

Hungary

Site

Budapest

Company / Legal Entity

HU02 (FCRS = HU002) Novartis Hungary

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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