NOVARTIS

Insights and Analytics Manager

Job ID
REQ-10038444
Feb 18, 2025
Ireland

Summary

Insights and Analytics Manager role
Candidates must possess advanced analytical skills, with proficiency in analysing complex data sets and generating actionable insights. Technical proficiency is essential, including experience with CRM systems, data visualization tools, and performance tracking platforms. Strong written and verbal communication skills are required to present complex data clearly and concisely. Candidates should have a proven ability to work effectively with cross-functional teams and influence decision-making within marketing teams. Additionally, project management skills are necessary to manage multiple analytics and reporting initiatives simultaneously. Attention to detail and problem-solving abilities are crucial for identifying gaps and recommending innovative solutions.

About the Role

Major accountabilities:

- Provides ongoing and regular brand-level market performance down to hospital/territory level, identifying key trends and providing recommended actions to business based on insights
- Actively engage with Marketing, Sales & Medical to identify opportunities, provide recommendations, and implement key reporting/monitoring/performance tracking initiatives that drive competitive advantage
- Business Analytics Management, support in creation of monthly brand tracker, relevant ext. KPIs / performance reports as required
- Conducts ongoing analysis of FF performance vs targets per brand
- Support TA with budget and business planning process on an ongoing basis
- Leads on FF incentive scheme target setting and bonus calculations at brand level and supports Commercial excellence Lead with overall FF incentives process
- Ongoing analysis of TA market evolution and competitor performance at national and sub-national level
- Supports TA with account-level customer understanding (potential, prescribing behaviour segmentation, tiering)
- Supports Commercial Excellence Lead on visualization initiatives and KPI tracking on an ongoing basis
- Supports Comm Ex Lead with Dynamic Resource Optimisation (DRO) analyses
- Identifies data gaps at brand level and identifies potential vendors to address data gaps
- Support Business Excellence and Execution and therapeutic areas for procurement contract negotiations with relevant service & data providers as required
- Support in the use of CRM system and other data source tools at TA level

Minimum Requirements:

- Advanced analytical skills with proficiency in analyzing complex data sets and generating actionable

insights
- Technical proficiency, including experience with CRM systems, data visualization tools, and performance tracking platforms
- Strong written and verbal communication skills to present complex data clearly and concisely
- Ability to work effectively with cross-functional teams and influence decision-making
- Project management skills to handle multiple analytics and reporting initiatives simultaneously

Work Experience:

- Proven experience in analytics, insights, or a related role within the pharmaceutical, healthcare, or similar industry.
- Strong background in market performance analysis and field force performance tracking.
- Experience collaborating with cross-functional teams, including marketing, sales, and medical.
- Familiarity with CRM systems and other analytics tools.

Skills:

- Agility.
- Analytical Thinking.
- Brand Awareness.
- Business Analytics.
- Cross-Functional Collaboration.
- Digital Marketing.
- Marketing Strategy.
- Project Management.
- Stakeholder Engagement.
- Stakeholder Management.
- Strategic Marketing.

Languages :

- English.

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

Division
International
Business Unit
Innovative Medicines
Location
Ireland

Site
Dublin (Country President Office (CPO))
Company / Legal Entity
IE02 (FCRS = IE002) Novartis Ireland Ltd
Functional Area
Marketing
Job Type
Full time
Employment Type
Regular
Shift Work
No
Apply to Job

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

Job ID
REQ-10038444

Insights and Analytics Manager

Apply to Job

Source URL: *https://prod1.novartis.com/careers/career-search/job/details/req-10038444-insights-and-analytics-manager*

List of links present in page

1. https://www.novartis.com/about/strategy/people-and-culture
2. https://talentnetwork.novartis.com/network
3. https://www.novartis.com/careers/benefits-rewards
4. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Dublin-Country-President-Office-CPO/Insights-and-Analytics-Manager_REQ-10038444-2
5. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Dublin-Country-President-Office-CPO/Insights-and-Analytics-Manager_REQ-10038444-2