

Customer Experience Partner Oncology/Hematology Estonia

Job ID
REQ-10044043
Mar 19, 2025
Estonia

Summary

-Marketing leader in a small revenue organization OR experienced managers of marketing sub-function. - Develop and drive the execution of brand marketing plans with the objective to maximize market share and revenue growth in the market.

About the Role

Novartis Baltics SIA Estonian Branch

Country: ECC Cluster

Location: Tallinn, Estonia

ROLE PROFILE

General

Job Title: Customer Experience Partner Oncology/Hematology Estonia

Job Band: Level 4/ GJFA 5

Department: IMI

Reports to (Job Title): Therapy Area Lea Oncology/Hematology Estonia

Job Purpose

Support the marketing activities carried out in relation to a specific Therapy Area (TA) and drive focus, alignment, and enthusiasm in the cross-functional team.

Interact with external and internal stakeholders, including targeted customers.

Adapt global marketing plans and strategies to local needs, identify growth opportunities, produce and support the implementation of strategic documents, tactical plans, key account plans and customer omnichannel engagement plans to achieve agreed sales and marketing objectives. Drive customer segmentation and feedback.

Work cross-functionally and provide input, analysis and support to TA identifying opportunities from unmet customer and patient needs.

Major Accountabilities

- Contribute to the development of local brand plans in line with country and global Novartis standards and strategy
- Recommend field plans to meet agreed targets, including specific promotional and marketing activities, events and materials
- Derive market insights by gathering information from stakeholders and market research, monitor market dynamics, competitor activities, and therapeutic trends, while identifying growth opportunities in the marketplace
- Identify and recommend various solutions for optimizing patient access to the brands/assigned portfolio
- Implement or localize the key branding elements of positioning, vision, brand(s) personality, value propositions, and messaging
- Manage TA-relevant promotional and marketing initiatives for customers; this includes developing close relationships and calling on targeted customers as well as executing field activities
- Oversee the development and introduction of product materials, key brand elements intended for advertising campaigns, including various digital and omnichannel communication solutions via different communication channels and platforms, including social media
- Establish and maintain beneficial partnerships in connection with ongoing marketing and promotional activities with agencies and external partners. Ensure alignment between agencies and the respective internal and external stakeholders. Oversee vendor selection process, approvals, performance supervision and costs
- Follow up on the outcomes and progress of plans and objectives by using data insights and take corrective actions to achieve agreed objectives as necessary
- Continuously improve and enhance knowledge of various activities and programs in the respective TA by keeping track of any new and innovative solutions offered by both Novartis and external partners, disseminate latest knowledge within the TA
- Drive customer Segmentation and Targeting, Digital profiling and ensure Customer Relationship Management (CRM) system data completeness
- Innovate and seek new ways of interacting with and engaging key partners through various technologies
- Drive strategic and tactical planning, as well as omnichannel engagement and key account plan creation
- Manage commercial customer initiatives and lead major market research projects, including customer feedback (Voice of the Customer - VoC)
- Monitor product performance, investments and the external environment using appropriate tools and taking corrective action if required to meet business objectives
- Manage sections of annual promotional budget and resources
- Collaborate with product launch teams across different product launch phases
- Support In-Market brand marketing plans (planning and execution), and RMP material update
- Collaborate cross-functionally within our high-performance team environment and support cross-functional teams in adopting new ways of working
- Ensure compliance in all interactions throughout the organization and maintain regular liaison with the regional and local compliance functions to ensure that all processes and activities are compliant with internal and external policies
- On time reporting of spontaneous adverse events (AE) reports and technical complaints for all Novartis products

Key Performance Indicators (Indicate how performance for this role will be measured)

- Sales vs budget, market share dynamics and other sales performance KPIs
- Quality of strategies and input into the product life cycle

- Quality and timelines of implementation of sales and marketing activities. Management of promotional budget
- Quality of relationships with key internal and external stakeholders. Customer feedback KPIs (VoC)
- Feedback from key internal stakeholders on quality of proposals/outcomes/outputs
- Adoption of agile development process
- Corporate trainings done on time

Job Dimensions

Financial responsibility:

TA sales and budgets

Impact on the organization:

Impact on a TA level

Amount of the team:

N/A

Ideal Background

Minimum Requirements:

Education: Graduate degree preferably in Business Administration, Pharmacy, Science or Allied Medical Courses

Experience:

- 3 years operational marketing experience with focus on product/brand management including customer facing/sales experience
- Ability to develop excellent relationships with all key stakeholders and a very strong customer focus.
- Ability to conceive and implement projects, including pioneering ideas and solutions
- Computer literacy and confident use of technology (MS Office, Social Media, Qlik sense, Google Analytics)
- Experience in digital marketing, knowledge of various omnichannel engagement strategies
- Proven understanding of health care system
- Previous background/experience in medical or scientific work beneficial
- Product launch experience

Languages:

Local language (Estonian) is mandatory

Fluent in both written and spoken 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

Estonia

Site

Estonia

Company / Legal Entity

EEP1 (FCRS = LV001) SIA Baltics, Estonian

Functional Area

Marketing

Job Type

Full time

Employment Type

Temporary (Fixed Term)

Shift Work

No

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