

Marketing Lead _ Immunology

Job ID
REQ-10045070
Mar 26, 2025
Vietnam

Summary

Location: HCMC, Vietnam #LI-Hybrid

Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

About the Role:

Responsible for ensuring the achievement of brand sales, market share, revenue growth and management of brand through the development and implementation of marketing plans.

This role reports directly into the Therapeutic Area Head.

About the Role

- TA and brand strategy, incl. Strat Plan, IPS and brand team management
- TA and brand operations, incl. Operational plan, brand team management and marketing and field force execution
- Fully accountable for the assigned brand(s) and deliver all programs related to optimize return to Novartis: promotion, FF detailing, promotional materials, symposium
- Lead the development of customer insights through appropriate techniques/tools, ex. Advisory Board, Market Research by understanding disease and market dynamics. Understand and use marketing principles and processes to deliver to customer needs.
- Proactively develop or lead the development of marketing and promotional mix to meet brand objectives and customer needs.
- Ensure that operational plans are created and delivered in the way which appropriate to the assigned brands' life cycle to optimize return for Novartis.
- Ensure proper brand finance and budget management, including appropriate management of A&P budget and inventory forecast in line with local distributor.
- Monitor business performance and external environment. Ensure that corrective action is delivered to achieve business objectives.

Essential Requirements:

- Pharmacist background
- Solid marketing experience in the pharmaceutical sector
- Successful record of contribution and/or P&L responsibility
- Strong communication and interpersonal skills.
- Ability to lead through influencing cross-functional and senior management to impact decision -making.

- Experience in the specialty fields like oncology, immunology, hematology and cardiovascular will be an added advantage

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

Universal Hierarchy Node

Location

Vietnam

Site

Vietnam

Company / Legal Entity

VN04 (FCRS = VN004) NVS Vietnam Company Ltd

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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