

# Marketing Associate - Graduate Program (UAE NATIONAL)

Job ID

REQ-10045088

Mar 19, 2025

Utd.Arab Emir.

## Summary

Maseeraty - Graduate Program is a 12-month program designed to provide UAE nationals with real-world experience, enabling them to apply their theoretical learning in practical settings.

Throughout the 12 months of our Maseeraty - Graduate Program, You will have the opportunity to :

- Go through a thorough onboarding and understanding of Novartis' different functions including but not limited to Sales and Marketing, Medical, Value and Access as well as support functions like HR , Finance, Communications, and Legal.
- Participate and lead key projects across the organization.
- Build your management skills.

We are looking for an Emirati Graduate to join our team who will support with the below roles and responsibilities.

- HCPs Scouting and stakeholder mapping: To scout and prospect new HCPs and assess their potential. Develop and communicate key customer insights, activities and business opportunities.
- Project Management: To support the cross-functional team communicate strategies and tactics to field force; to work with the Cross-Functional Team to implement Programs that target the needs of key opinion leaders and customers.

## About the Role

- **Supports Customer Marketing Communication and Operations**
  - Collects customer data including field inputs, and develops customer insights for communication to marketing and field force.
  - Provides high quality marketing support to operational customer facing roles.
  - Supports in implementing regionally focused Customer Marketing initiatives.
  - Provides effective Sales and Marketing operations support to the Customer Marketing team as needed.
  - Supports marketing teams in the roll-out of the tactical plans.
- **Actively participates in business planning coordination**
  - Supports customer engagement interactions with Business Franchises and Customer facing teams.
  - Contributes relevant customer insights to support the business and Account planning process.

- Supports and contributes to KOL mapping, development and engagement activities.
- Supports in implementing innovative Customer Marketing programs to meet the needs of Sales and Marketing teams
- Supports the execution of various meetings such as Regional & Local Congresses and Engagement Tours

- **Ethics and Compliance**

- Works within ethical and compliance policies and ensures that those around him/ her do the same.
- Works to ensure a diverse and inclusive environment free from all forms of discrimination and harassment.

Education:

- University degree or equivalent in Science, pharmacy or medicine, Marketing or Business qualification.

Experience:

- 0-3 years' experience related to marketing & project management.

Languages:

Excellent English, Arabic

**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

Utd.Arab Emir.

Site

Dubai

Company / Legal Entity

AE01 (FCRS = AE001) Novartis Middle East FZE (Representative Office)

Functional Area

Others

Job Type

Full time

Employment Type

Early Career (Fixed Term)

Shift Work

No

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