

Trade Marketing Manager

Job ID
REQ-10047600
Απρ 09, 2025
Mexico

Περίληψη

Location: Mexico, City LI#Hybrid

Responsible for leading and executing point-of-sale marketing strategies to maximize sales and ensure alignment with brand policies and business objectives. Serve as the liaison between marketing strategies and point-of-sale operations, ensuring that campaigns are effective and aligned with the company's business objectives.

About the Role

Major Accountabilities

Development of Commercial Strategies with the Private Access Manager

- Creation and execution of the annual trade marketing plan
- Co-design and implement trade marketing strategies to maximize sales impact
- Alignment of marketing strategies across points of sale, ensuring full coordination with brand policies and commercial objectives

Market and Competitor Analysis:

- Conduct market research and audit analysis to identify opportunities and trends
- Conduct audit analysis such as IQVIA and Close-Up to identify growth opportunities and trends. Sell-in and Sell-out Analysis
- Evaluate the effectiveness of implemented strategies, making adjustments based on the results obtained

Cross-Functional Cooperation:

- Collaborate with sales, marketing, finance, and compliance teams to ensure effective implementation of strategies

Financial Management:

- Manage budgets and resources for trade marketing activities
- Ensure a positive return on investment (ROI) and sales growth

- Sales growth for each brand vs. PY driven by a sound investment strategy.

Point-of-Sale Activities:

- Plan and coordinate in-store activities.
- Oversee the implementation of product strategies.
- Train sales staff and monitor the performance of point-of-sale activities.
- Monitor and evaluate the performance of point-of-sale activities, making necessary adjustments to optimize results.

Soft Skills:

- Effective Communication.
- Strategic Thinking.
- Teamwork.
- Innovation and Creativity.
- Strong analytical skills.

Experience Requirements:

- Bachelor's degree in marketing, Business Administration, or a related field.
- Experience in trade marketing or commercial marketing roles.
- Proven experience developing and executing marketing plans.
- In-depth knowledge of market analysis and auditing tools such as IQVIA and Close Up.
- Experience in budget management and financial analysis.
- Ability to work in cross-functional teams and collaborate with different departments.
- Advanced English preferred

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>

Commitment to Diversity and Inclusion

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

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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Τομέας

International

Business Unit

Innovative Medicines

Τοποθεσία

Mexico

Τοποθεσία

INSURGENTES

Company / Legal Entity

MX06 (FCRS = MX006) Novartis Farmacéutica S.A. de C.V.

Functional Area

Sales

Job Type

Full time

Employment Type

Regular

Shift Work

No

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