

Marketing Manager

Job ID

REQ-10048557

Apr 11, 2025

Cyprus

Summary

As a Marketing Manager you will drive Disease Area strategy and brand management end-to-end prelaunch, launch and post-launch in close collaboration with cross-functional partners. You will be accountable for integrated Disease Area strategy in your field of responsibility, including strategic planning, tactical plan development and execution, content strategy, monitoring forecasting and performance, market research, customer & patient insights and forum meetings strategy.

About the Role

Job Description

Key Responsibilities:

- Shape Disease Area strategy and act as cross-functional lead to define value proposition, positioning, strategic imperatives and tactics.
- Strategic and financial planning incl. business reviews, strategic planning, tactical plan, snapshots, forecasting, budgeting, negotiations prep etc.
- Tactical plan seamless execution as a business owner
- Leverage market and customer segmentation to feed and adapt strategy
- Content strategy, execution & messaging based on market research, insights and Global strategy
- Forum meetings brand lead

Job Requirements:

- University degree in Science and/or Business Administration
- Minimum 3-5 years of experience in the CY health care or pharmaceutical industry, with emphasis in marketing activities
- Strong commercial acumen of the health care/pharmaceutical environment
- Strategic and analytical thinking - Ability to identify and exploit opportunities
- Fluency in English, both in verbal and written communications
- MBA or Master's in Marketing, would be considered an asset
- Keen on new technologies and digital marketing strategies
- Collaborative spirit, innovative thinking and can-do attitude

Skills Desired

- Agility, Asset Management, Commercial Excellence, Cross-Functional Collaboration, Customer Orientation, Digital Marketing, Healthcare Sector Understanding, Influencing Skills, Marketing Strategy, Negotiation Skills, Operational Excellence, Priority Disease Areas Expertise, Product Lifecycle Management (PLM), Product Marketing, Product Strategy, Stakeholder Engagement, Stakeholder Management, Strategic Partnerships

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

Innovative Medicines

Location

Cyprus

Site

Cyprus

Company / Legal Entity

CYP0 (FCRS = CH024) NPHS RO Cyprus

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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