



TA Strategy Lead | 日本市場向けのブランド戦略

The pharmaceutical division of Novartis

Job Information

Hiring Company

Novartis Pharma K.K.

Subsidiary

ノバルティスファーマ株式会社

Job ID

1494903

Industry

Pharmaceutical

Company Type

Large Company (more than 300 employees) - International Company

Non-Japanese Ratio

Majority Non-Japanese

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Minato-ku

Train Description

Ginza Line, Toranomom Station

Salary

Negotiable, based on experience

Refreshed

January 4th, 2025 00:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level (Amount Used: English usage about 50%)

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

[Summary]

TA Strategy Lead is responsible to co-develop IMI TA strategy, localising global IMI strategy to optimize sales, grow market share and revenue for assigned brand in prostate cancer area in the short and long term.

【About the Role】

- Engage with International TA to provide input of local requirements and needs for pre and post launch brand from Japan
- Localize strategy to Japan market and set brand priorities based on customer insight to drive TA performance
- Drive forecasting of brand performance and work with key stakeholders to estimate budgets to deliver priorities
- Liaise with internal key stakeholders and develop external advocates to ensure that strategy is full executed with KPIs
- Monitor the expected performance is delivered, and take corrective action if required to meet business objectives

【Key Performance Indicators】

(Indicate how performance for this role will be measured)

- Brand sales and market share
- Ensure full compliance to all regulatory requirements

Required Skills**【Key Performance Indicators】**

- Quality and quantity of field medical activities and actionable insights
- Voice of Customer feedback on scientific quality of MSL interactions
- Customer NPS score in relation to trust and reputation

【Education】

- A University level (bachelors) degree; Marketing, Business Administration, Science, or related field.
- MBA a plus

【Languages】

- Japanese
- English: Business level mandated

【Experience/Profession】

- Experience working cross-functionally and trans-nationally
- Pharmaceutical marketing experiences
- 5+ years of experience in field sales, related marketing services, brand management and/or medical activities in competitive business context
- Strong interpersonal skills
- Business planning, analysis, management reporting skills
- Internal cross functional communication and leadership
- Experience in Genitourinary Cancer field, especially prostate cancer preferably
- New Product Launch experience preferably

【歓迎 (WANT) 】

- Strong relationship management and natural collaborator
- Experience and capable of managing Global communications
- Strategic, analytical and creative thinking
- Agile mindset

Company Description