



## 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**

April 21st, 2025 09:00

### 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**