



TA Strategy Lead | 日本市場向けのブランド戦略

The pharmaceutical division of Novartis

募集職種

採用企業名

ノバルティス ファーマ株式会社

支社・支店

ノバルティスファーマ株式会社

求人ID

1494903

業種

医薬品

会社の種類

大手企業 (300名を超える従業員数) - 外資系企業

外国人の割合

外国人 多数

雇用形態

正社員

勤務地

東京都 23区, 港区

最寄駅

銀座線、 虎ノ門駅

給与

経験考慮の上、応相談

更新日

2024年12月28日 00:00

応募必要条件

職務経験

3年以上

キャリアレベル

中途経験者レベル

英語レベル

ビジネス会話レベル (英語使用比率: 50%程度)

日本語レベル

流暢

最終学歴

大学卒: 学士号

現在のビザ

日本での就労許可が必要です

募集要項

【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

スキル・資格

【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

会社説明