



## 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

2025年03月10日 10:00

## 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

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**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

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**会社説明**