

In-Market Brands Manager

Job ID
REQ-10068041
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Украина
Available in: English

Сводка

Develop and test novel ways of promoting and driving sales of in-Market brands.

Purpose of the role is to develop and ensure execution of the Sales and Marketing strategy and plan for In-Market Brands, to drive sales performance, lifecycle management, market share and profitability analysis, key customer engagement, tender management and stock monitoring and optimization.

About the Role

Major accountabilities:

- Accountable for delivering the therapeutic area brand performance with respect to sales, market share, and profitability to meet or exceed budget targets.
- Manage In-Market portfolio product life cycle ensuring resource optimization and result achievement .
- Increase Customer Lifetime value of In-Market brands.
- Drive the growth of the In-Market Brand portfolio by establishing growth plans for existing products, effectively managing their life cycle, establishing, and managing effective strategic partnerships.
- Entrepreneurial approach to portfolio management to optimize ROI across a diverse range of brands through the lifecycle by actively investing across brands with shared/pooled services and flexibly budgeting according to prioritized outcomes.
- Analyse market data, in-market stock and insights, identifying and addressing opportunities and threats.
- Control supply process in alignment with cross-functional teams and ensure adherence to all relevant KPIs while ensuring sufficient supply to the market.
- Actively seek business opportunities based on clear and full understanding of products and territory accounts
- Achieve agreed coverage and frequency targets through face –to-face and/or group meetings and/or non-promotional visits (including virtual calls) and deliver agreed customer centric activities (conferences, round tables, meetings, etc.) within operating budget
- Promote defined Novartis products according to product strategy, campaign briefs and policies
- Execute and optimize approach and communication style during visits, responding appropriately to customer needs according to Novartis selling guidelines. Use detailed knowledge of competitor products' features and benefits during visits to improve target reach for Novartis products
- Develop and implement programs which create value to key customers and stakeholders maximizing Novartis access and sales
- Ensure effective maintenance of CRM (customer relationship management) data, including administration, records, targeting, in line with Novartis guidelines and policies
- Monitor performance KPIs and deliver corrective action as required to meet business objectives
- Drive customer Segmentation and Targeting, Digital profiling and ensure Customer Relationship Management (CRM) system data completeness
- Co-create and execute strategic, tactical marketing and territory plans for allocated products in line with Novartis standards and strategy at a regional and national level. Manage national or regional adoption performance (including tender management) and adjust plans accordingly
- On time reporting of spontaneous adverse events (AE) reports and technical complaints for all Novartis products

Key performance indicators:

- Sales & portfolio profitability
- Market share dynamics
- Qualitative delivery of customer centric activities and projects
- Productive Frequency targets, Call Plan Adherence (CPA) and other SFE KPIs
- Number of customer solutions & partnerships created, and experiments conducted and their outcome
- Portfolio efficiency: return on working capital; cost management

Minimum Requirements:

Work Experience:

- 3 years of experience in sales in a pharmaceutical company
- Demonstrates excellent product knowledge and attention to details and nuances Demonstrates excellent verbal and written communication skills
- Able to establish and maintain good, professional relationships with HCPs
- Basic knowledge of MS Office –Word, Power Point, Excel
- Knowledge and/or experience of pharma industry and its changing competitive environment
- Experience in Pharma marketing
- Proven customer/ account management;
- Commercial mindset or key account management;
- Product Launch experience.

Skills:

- Agility.
- Analytical Thinking.
- Brand Awareness.
- Building Construction.
- Business Analytics.
- Cross-Functional Collaboration.
- Digital Marketing.

- Marketing Strategy.
- Media Campaigns.
- Project Management.
- Sales.
- Stakeholder Engagement.
- Stakeholder Management.
- Strategic Marketing.

Languages :

- English.

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>

Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally.

[Read our handbook \(PDF 30 MB\)](#)

Дивизион

International

Business Unit

General Management

Место

Украина

Сайт

Київ

Company / Legal Entity

UAP0 (FCRS = CH024) NOPH SERVICES UKRAINE

Functional Area

Маркетинг

Job Type

Full time

Employment Type

Regular

Shift Work

No

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