

Brand Associate

Job ID
REQ-10074099
апр 17, 2026
Мексика

Сводка

Act as a strategic and analytical partner to the Therapeutic Area, enabling high quality business decisions through performance analysis, market insights, and execution support.

This role bridges strategy and execution, supporting both the Therapeutic Area Head and the Marketing Head by translating strategic priorities into actionable insights, disciplined follow up, and strong performance monitoring.

About the Role

Key Responsibilities

1. Strategic & Performance Analytics (Core Accountability)

- Analyze TA and brand performance (sales, market share, growth, ROI, and key KPIs).
- Generate **actionable insights** from internal and external data sources (e.g., IQVIA, CRM, field force data, campaign analytics).
- Prepare analytical inputs for **Business Reviews, TA reviews, OBP cycles, and planning processes**
- Identify risks, opportunities, and market trends impacting TA strategy and execution.

2. Brand & Therapeutic Area Strategy Enablement

- Support the Marketing Head and TA Head in **translating TA strategy into tactical and operational plans**
- Contribute to the development, tracking, and follow-up of the **One Brand Plan (OBP)** from an analytical perspective.
- Support **prioritization, segmentation, targeting, and resource allocation** discussions.

3. Cross-Functional Execution Support

- Collaborate closely with **Sales, Medical, Value & Access, and Execution Excellence** to ensure aligned execution.
- Provide analytical support to **pre-launch, launch, and post-launch activities**.
- Ensure consistency of insights, priorities, and performance narratives across functions within the TA.

4. Governance, Planning & Follow-up

- Prepare **executive-ready materials** for TA governance forums (TA meetings, LT reviews, regional touchpoints).
- Track agreed priorities, milestones, and KPIs defined by the TA leadership.
- Ensure clarity, quality, and consistency of information presented to senior stakeholders.

5. Continuous Improvement & Capability Enablement

- Promote a **data-driven mindset** within the Therapeutic Area.
- Propose improvements to dashboards, reports, and analytical tools.
- Partner with **Integrated Insights and Execution Excellence** to continuously evolve analytical capabilities.

Requirements

- 1-2 years of experience in marketing plus pharma experience
- Bachelor's degree in marketing, administration or related
- Advanced 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>

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Дивизион
International
Business Unit
Marketing
Место
Мексика
Сайт
INSURGENTES
Company / Legal Entity
MX06 (FCRS = MX006) Novartis Farmacéutica S.A. de C.V.
Functional Area
Маркетинг
Job Type
Full time

Employment Type

Regular

Shift Work

No

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Accessibility and accommodation

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