

Field Excellence Manager

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Сводка

Drives field performance and execution excellence for assigned Therapeutic Areas (TAs) or functions by shaping field execution models, orchestrating of the International Commercial Excellence (ICE) frameworks at country level, performance frameworks, and go-to-market (GTM) field approaches. The role acts as the primary Field Excellence interface for TA, Sales, and Value & Access (V&A) leadership, ensuring alignment between brand strategy, access strategy, and field execution. It ensures consistent application of International Field Excellence standards while allowing for country specific execution needs. The role coordinates Field Excellence resources supporting the TA/function and represents field considerations in planning and review forums.

About the Role

Act as the primary Field Excellence interface for the TA / function

- Serve as the main Field Excellence interface for Therapeutic Area leadership, TA Sales Heads, and Value & Access Strategy and Access Field Leads.
- Represent Field Excellence in TA and Access Field planning and performance reviews, ensuring field implications are clearly understood.
- Prioritize Field Excellence supporting activities based on TA and Access Field strategic importance and performance needs.
- Fieldwork involves shadowing reps, analyzing field performance, validating call quality, and aligning CRM practice.

Own field execution design choices for the TA / function

- Ensure field execution models are aligned with Brand strategy, Go-To-Market plans, Access strategy
- Translate strategic intent into clear field execution direction, defining:
 - What the field should focus on
 - How success is measured
 - Where prioritization trade-offs are required
- Propose an effective sales organization structure and optimal size of the sales force and of Value & Access stakeholders facing field team, based on internal and external benchmarks data (supported by IDS+ input).
- Propose FF sizing scenarios, comparison and recommendations based on synergy between existing targets, benchmark data and launch priorities

Shape and steer Go-To-Market field models

- Support new launch GTM design and implementation, in line with International and Regional guidance.
- Shape discussions on launch field setups, field prioritization, and resourcing trade-offs (from a strategic perspective)
- Implement the guidance on HCP tiering from International and assign tiers to the HCP customer base, building on inputs from country TA
- Guardrail ICE segmentation – ensure segmentation process is revisited before cycle meetings using VIP and funnel analytics input
- Partner with CRM & field system owners for implementation support

Steer field KPIs and effectiveness metrics

- Implement and align field commercial and functional KPIs with International and local brand strategy.
- Incorporate ICE KPIs to ensure consistency across commercial execution.
- Oversee commercial KPIs & V&A field metrics, including field force effectiveness assessments (e.g. STEM), review reports and analyze commercial and V&A field data and derive performance, metrics insights & shape possible action plans for functional heads considerations and decisions.
- Maintain key healthcare decision makers and targets lists. Review, report and analyze Access account/field data

Shape and steer Field incentives models

- Lead incentive scheme design, modelling payout scenarios, based on strategic priorities and historical results. Manage field incentives operations
- Prepare individual quotas from the national target based on territory potential
Consult with TA Sales Head and FLMS on deviation, territory amendment
- Measure field force performance/execution, incentives advisory, incentive diagnostics
- Partner with CRM & field system owners for implementation support

Manage territory design and alignment operations

- Own territory design and alignment processes, ensuring operational accuracy and execution feasibility.
- Lead creation and revision of territory maps, rep placement analytics, call plan generation and refinement (IDS+, Zaidyn)
- Ensure territory changes are fully implemented in systems, in partnership with CRM and field system owners.
- Apply ICE segmentation and targeting inputs to territory operations, as defined by international standards.

Operates and manages the country CRM (Customer Relationship Management) platforms

- Operate the CRM platforms such as Veeva, Oncore, etc. day-to-day, ensuring availability, performance monitoring, and business continuity for field and function execution.
- Configure CRM objects, workflows, and standard features based on validated cross-functional business requirements, aligned to International templates, data models, and governance frameworks.

- Coordinate incident triage and resolution with DDIT (Data, Digital and IT) and external vendors, documenting recurring issues and workarounds.
- Manage CRM releases and upgrades locally (planning, testing, communication, deployment support), coordinating dependencies with DDIT and vendors.
- Manage country adoption of Customer Engagement of the Future (CEFUT), aligned with international priorities, standards, and platform roadmaps.
- Safeguard CRM data capture processes needed to support consistent, Commercial, V&A and MA execution, ensuring accurate and complete recording of interactions and accounts.
- Monitor data quality and correct usage, escalating systemic issues to relevant owners (e.g., data standards) and proposing corrective actions (training, validation rules, guidance).

ICE deployment orchestration

- Design & execute customer journeys across channels, integrating CRM, SFMC, & rep-triggered tools

Content activation & Channel orchestration (including OMC-OCE/customer experience journeys)

- Ensure content is activated and ready to be used on FF tech platforms in Oncore CRM to increase usage of iCVA
- Ensure customer journeys are validated and aligned with content use
- Develop omnichannel excellence by providing implementation guidance and channel upskilling – use of SFMC (orchestration, iCVA usage), aligned with Int'l OC teams based on ICE framework
- Oversee tagging, FUSE uploading and MLR processes and ensure standards of execution
- Ensure content is activated on SFMC and ready to be used on field technological platforms
- Provide customer journey insight to continuously improve customer engagement
- Support multichannel engagement orchestration with Access accounts (e.g. RTE, etc.)
- Support in activating 'not promo' contents (developed by V&A) across diff channels for payers & accounts
- Enable patients and payers multichannel insights, incl enabling Access Field to provide and capture reimbursement pathway insights (regional/country V&A field inputs), and enable analysis and reporting.

One-Brand-Plan rhythm & orchestration

- Ensure process (strategy is realized) happens and orchestrated locally
- Co-define execution metrics and KPIs

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