

Digital Disease Partner

Job ID
REQ-10021009
Sep 02, 2024
Saudi-Arabien

Summary

If you live and breathe digital marketing. We are looking for a Digital Disease Partner to develop, implement, track and optimize our omni-channel marketing campaigns across all digital channels. Responsible for the development, implementation and execution of brand strategy, marketing mix, operational plans that optimize sales, market share and revenue growth for assigned brands in the short and long term. Develop a local tactical plan. Responsible for achieving the sales targets, including responsibility for profit and loss and optimal resource utilization and allocation.

End-to-end implementation and roll out of digital initiatives in the country. Execute the digital strategy to improve patients and doctors journey, increase business value, and enable agile ways of working, resulting in better quality of life to patients.

About the Role

- **Major Accountabilities**
- Digital Disease Partner will spend 60% of time in customer detailing according to digital segmentation aligned with digital disease lead/ customer engagement head.
- Overall responsibility for developing & executing the annual marketing plan (IDAPS & Tactical Plan) including market planning; market research programmes; key activities, and control of the marketing budget.
- Execution of the Marketing strategy - including campaigns, events, digital marketing, and customer initiatives (e.g., promotional tools, Local/International meetings, internal communications, etc.) to ensure operational excellence and to maximise product sales potential.
- Implementation of customer journey elements as necessary
- Plan and execute all digital marketing activities, including marketing database, content management email, websites, social media and promo campaigns according to MCQ with agencies
- Acceleration of digital transformation journey by activating and managing engagement touchpoints for customers
- Lead the localization, execution of global OCE and existing digital tools across the organization to drive best in class Customer experience in each marketing event incorporating brand and above brand elements collaborating really closely with the digital brand managers and Content Expert.
- Managing existing marketing alliances with external partners to ensure delivering the planned objectives
- Identify trends, opportunities and threats for all product groups and propose corresponding measures.
- Provide accurate and timely sales forecast and demand plan for operations planning for assigned brands and ensure its alignment with the commercial teams.
- Secure P3 & shopping cards and government approvals for related activities
- He/she is curious and likes to be up-to-date and understands the digital trends happening in pharma/MedTech industry

- He/she is considered by external stakeholders as KOL in the health tech ecosystem in the country
- Fosters innovation mind-set and culture within the franchise.
- Performs effective leadership and management of the Transformational Initiatives

Key performance indicators/ Measures of success

- Sales vs. budget
- Market share & market share growth
- Quality of implementation strategies and timeliness of implementation of digital marketing activities
- Feedback from Digital lead, and Regional Marketing regarding quality of deliverables and support needed to maximise sales/ profits on a local basis.
- Quality of product sales forecasting
- Time spent in customer interaction, Number of interactions Vs. planned

Work Experience:

- University degree or equivalent in Science, Marketing or Business.

MBA degree is preferable

Proven, successful digital & customer interaction track record in a Multinational Pharma industry.

Ability to travel internally & externally

Languages:

- English and Arabic are must

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Jeddah

Company / Legal Entity

SA01 (FCRS = SA001) Novartis Saudi Arabia Ltd

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular (Sales)

Shift Work

No

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