

Marketing & Launch Excellence Manager

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REQ-10077155
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Ирландия

Сводка

#LI-Hybrid

The Marketing & Launch Excellence Manager ensures consistent, insight-driven execution of marketing and launch processes across Therapeutic Areas. The role drives the orchestration of Launch Readiness Review (LRR) processes, One Brand Plan (OBP) execution rhythm, and marketing execution standards in line with international frameworks, enabling marketers to deliver high-quality and compliant commercial execution.

About the Role

Job Purpose

Ensure consistent and insight-driven execution of marketing and launch processes across Therapeutic Areas by orchestrating planning rhythms, governance and execution standards. The role enables marketing teams to translate strategy into disciplined execution through strong launch excellence, One Brand Plan cadence and adherence to international best practices.

Major Accountabilities

Marketing Excellence & One Brand Plan Rhythm

Drive One Brand Plan execution cadence, ensuring timelines, templates and governance are followed locally.

Ensure marketers apply marketing excellence standards including plan quality, KPI definition and ICE alignment.

Champion continuous improvement of marketing processes and cross-functional alignment.

Support structured capability uplift for marketers through defined development plans.

Launch Excellence Rhythm & Orchestration

Support launch excellence rhythm including planning and orchestration of Launch Readiness Reviews in line with international guidance.

Monitor launch execution quality, risks and cross-functional dependencies to ensure timely delivery.

Partner with global, regional and cluster teams to enhance launch readiness processes and operational excellence.

Support launch excellence capability uplift for TA teams in collaboration with Execution Excellence capability building.

Content Readiness & Activation Standards

Maintain end-to-end standards and processes for promotional content readiness and activation.

Own and continuously improve marketing processes and tools in collaboration with Data, Analytics & Platforms.

Ensure local content adaptation, international content use and re-use comply with defined execution standards.

Tagging & Data-Driven Continuous Improvement

Oversee governance for content tagging, FUSE uploads and MLR processes across TAs and Value & Access.

Collaborate with DAP and technology owners to ensure reliable content and journey data for ICE dashboards such as CCPD.

Oversee tagging and CRM upload of IMEx medical content based on medical guidance.

Omnichannel Orchestration & Customer Journeys

Provide implementation guidance and channel upskilling on SFMC, iCVA, RTEs and virtual engagement tools.

Design and deliver targeted capability building on content activation and omnichannel standards.

Support handshake meetings between international and local teams to ensure adoption of the Content & Campaign Operating Model.

Capability Building

In association with Customer Excellence Lead, deploy and localize global learning curricula aligned to country needs and international priorities.

Partner with TA Heads and functional leads to align capability development with business priorities.

Support change management and adoption of new tools, journeys and standards.

Key Performance Indicators

Improvement in marketer capability versus baseline.

On-time preparation and execution of Launch Readiness Review milestones.

Quality and consistency of One Brand Plan execution cadence.

Marketing mix ROI improvements.

Positive feedback from key internal stakeholders.

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Дивизион

International

Business Unit

General Management

Место

Ирландия

Сайт

Dublin (Country President Office (CPO))

Company / Legal Entity

IE02 (FCRS = IE002) Novartis Ireland Ltd

Functional Area

Маркетинг

Job Type

Full time

Employment Type

Regular

Shift Work

No

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