NOVARTIS

Senior TA Representative

Job ID
REQ-10093621
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Сербия

Сводка

Drive compliant field engagement and product awareness, by building strong relationships with HCPs and other stakeholders, executing strategic territory plans, leveraging digital tools and market insights, and supporting business growth across the assigned territory and customers.

About the Role

Major accountabilities:

- Execute field engagement plans by segmenting external stakeholders, using tailored key messages, following data-driven call plans, meeting visit targets, and documenting activities on time.
- Deliver high-quality, compliant product promotion and stakeholder engagement aligned with brand and therapeutic area strategies, using approved materials and digital tools such as **OnCore, Veeva, and CRM**.
- Build trusted relationships with HCPs by sharing clinical data, product information, therapeutic area knowledge, and competitor insights.
- Create and implement stakeholder maps, engagement plans, account plans, and territory tactics in line with company standards.
- Develop and manage strategic collaboration with key accounts through promotional, educational, and service-based activities to support shared goals and improve territory performance.
- Support the patient journey by working with regional healthcare institutions and helping manage relevant administrative processes.
- Use technology-enabled tools, including next-best-action recommendations, to improve stakeholder engagement and field execution.
- Collect, analyze, and share field insights on stakeholder needs, market trends, competitor activity, best practices, and territory priorities.
- Participate in local meetings, events, and promotional activities while ensuring full compliance with governance standards.
- Act as a role model by demonstrating strong planning, execution, proactivity, and information sharing.
- Mentor and support junior colleagues through onboarding, coaching, knowledge transfer, and capability development.
- Identify opportunities to improve promotional activities and create action plans to strengthen long-term account and territory performance.
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Key performance indicators:

- Achievement of sales revenue and market share targets vs plan.
- Management of operating expenses within agreed budgets through effective monitoring and reporting systems.
- Customer Satisfaction and Key accounts relationship maintenance within the Assigned territory.
- Field force efficiency, Product launch Success Rate.
- Development of patient and customer centric programs.

Job Requirements:

- **University degree in medicine, pharmacy, or a related life sciences field is required.**
- Proven experience in the pharmaceutical industry, preferably in oncology
- Strong understanding of the healthcare environment, pharmaceutical market dynamics, and relevant therapeutic areas.
- Demonstrated experience in key account management and building long-term relationships with healthcare professionals and key stakeholders.
- Strong customer engagement, communication, negotiation, and interpersonal skills.
- Strategic and analytical thinking, with the ability to translate market insights into actionable business plans.
- Proven ability to independently manage assigned accounts and territory priorities while delivering business objectives.
- Strong digital capabilities, including experience with CRM systems, omnichannel engagement, and digital tools.
- Ability to collaborate effectively with cross-functional teams.
- High level of ownership, proactivity, adaptability, and results orientation.
- Strong commitment to ethical standards, compliance, and applicable pharmaceutical regulations.
- Fluency in Serbian and English.
- Valid Category B driving licence

Location: Belgrade or Novi Sad

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.
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Дивизион
International
Business Unit
Sales
Место
Сербия
Сайт
Serbia
Company / Legal Entity
RSP0 (FCRS = CH024) NPHS RO Serbia
Functional Area
Продажи
Job Type
Full time
Employment Type
Regular
Shift Work
No

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