Brand Manager Oncology Oncology (m/f/x)

The Position

In your function you will provide analytical guidance to the Oncology team to enable informed strategic decisions as well as driving product management tactical operations. You report directly to the Business Unit Head Oncology.

Key Responsibilities:

- Design and lead local market research projects and apply innovative research approaches
- Identify and define Market Insights and Competitive Intelligence needs, information gaps and select most appropriate methodology for data collection. Utilize sales data, competitor insight, dynamic opportunity data, SFE data, and market research to integrate these insights into actionable product/brand opportunities
- Provide an objective in depth understanding of the Oncology market and the key drivers of brand performance
- Support brand planning process through situational analysis, scenario planning and activity planning.
- Aligns and integrates with the Oncology Team the business insight, CI, pricing and market access partners to inform the forecast assumptions and Oncology Brand performance and potential opportunities
- Formulation and implementation of the product strategy including development of short and long-term planning
- Conception and implementation of the marketing plan as well as coordination of all activities of the entire marketing mix
- Assure Marketing In-Field presence during Pre-launch & Launch Phase of the brands
- Independent design and implementation of marketing measures as well as targeted use of the marketing budget
- Collaborate closely with the European and Global teams

Qualifications:

- Marketing/business-related Degree / MA / PhD in Sciences
- At least 3 years of experience in pharmaceutical marketing or market research
- Oncology knowledge/experience preferred
- Experience in analytical support/insights generation desirable
- Excellent communication skills
- Strong ability to work in a team
- "Hands on" mentality
- Fluency in English, Dutch & French written and spoken