

Sr Brand Analyst

Job ID
REQ-10075325
апр 09, 2026
Бразилия

Сводка

The Sr Brand Analyst will play a critical role in supporting the marketing organization during a period of team transformation and high strategic execution demand. This position partners closely with Product Managers and cross-functional stakeholders to ensure operational excellence, budget governance, and high-quality execution of marketing initiatives, while contributing to projects, events, and business planning activities that support brand and portfolio objectives.

About the Role

Location: São Paulo, Brazil
Hybrid working model

Key responsibilities

- Supporting Product Managers in the operational execution of marketing plans, projects, and business priorities.
- Managing marketing budgets and financial controls, including purchase orders, expense follow-up, and close collaboration with Finance/Controlling.
- Ensuring accurate tracking, governance, and reconciliation of marketing expenditures, proactively identifying gaps and deviations.
- Supporting executive-level preparation, including EMP review, reports, and presentations with clear analytical insights.
- Acting as a key interface with cross-functional stakeholders (Sales, Field, Finance, Events, Compliance, and Vendors) to ensure alignment and timely delivery.
- Supporting the planning, approval, and execution of events, congresses, and promotional materials, in partnership with experienced team members.
- Contributing to process improvements, organization, and documentation to enable efficiency and scalability in marketing operations.
- Participating in global workshops and forums, supporting the adaptation and translation of materials when required.
- Demonstrating ownership, sense of urgency, and accountability to support a high workload and multiple parallel initiatives.

Essential requirements

- Solid experience in marketing roles, with exposure to marketing operations, projects, events, or brand support.
- Strong analytical, organizational, and problem-solving skills, with high attention to detail.
- Proven ability to manage budgets, expenses, and financial processes in partnership with Finance or Controlling.
- Strong stakeholder engagement skills, with confidence to follow up, challenge, and align across functions.
- High level of autonomy, learning agility, and ability to perform in a dynamic and fast-changing environment.
- Advanced English proficiency to actively participate in global interactions, workshops, and materials.

Nice-to-have

- Experience supporting marketing projects, events, or congresses in complex organizations.
- Exposure to market intelligence, project management, or cross-functional initiatives.
- Prior experience in healthcare, life sciences, or other highly regulated environments.

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.

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Commitment to Diversity & Inclusion

Novartis is committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve. We strive to create a workplace that empowers people to unleash their full potential through collaboration, integrity, and respect.

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Дивизион
International
Business Unit
Sales
Место

Бразилия
Сайт
Santo Amaro
Company / Legal Entity
BR03 (FCRS = BR003) NOVARTIS BIOCENCIAS S.A
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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List of links present in page

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2. <https://talentnetwork.novartis.com/network>
3. <https://www.novartis.com/about/strategy/people-and-culture>
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