

Sr.Brand Manager / Brand Manager

Job ID
REQ-10075867
апр 15, 2026
Саудовская Аравия

Сводка

As a Brand Manager, you will play a critical role in shaping and driving the success of our brands, from strategy to execution. This role offers a unique opportunity to lead the end-to-end launch of new products, translating regional and global strategy into locally impactful brand plans that improve patient outcomes and drive sustainable growth.

This is a highly visible role for a strategic, agile marketer who thrives in a fast-paced environment and is passionate about bringing innovation to market, building strong brands, and making a meaningful impact for patients.

About the Role

Major Accountabilities:

- Prepares content of Integrated Brand Teams and Launch Teams.
- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brand(s).
- Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.
- Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results.
- Identifies area market insights and opportunity via customer interactions.
- Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives.
- Collaborate with Marketing and Medical teams to maximize activities: -Scout centres, KOLs and OLs by disease within assigned territory.
- Identify specific needs for each segment of patients and the implications of the disease for each of them within assigned territory.

Requirements:

- Minimum 2 years brand management experience with pharmaceutical industry. Previous Sales management / Market access experience is desirable
- Demonstrated success in launching product.
- Experience in Immunology Disease area preferred,
- Local market experience preferred
- Fluent in English and Arabic language

Commitment to Diversity and Inclusion

Novartis is committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

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.

[Read our handbook \(PDF 30 MB\)](#)

Дивизион
International
Business Unit
Sales
Место
Саудовская Аравия
Сайт
Riyadh
Company / Legal Entity
SA01 (FCRS = SA001) Novartis Saudi Arabia Ltd
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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