

Marketing Manager – Hematology

Job ID
REQ-10075977
апр 30, 2026
Бразилия

Сводка

At Novartis, we are reimagining medicine to improve and extend people's lives. In Hematology, this means combining strong science with excellent execution to deliver meaningful impact for patients. We are seeking a Marketing Manager to join our Hematology team in Brazil at a critical moment of portfolio evolution, requiring strategic thinking, launch excellence, and close collaboration with cross-functional and field teams.

This role offers the opportunity to lead brand strategy and execution in a complex and fast-changing environment, ensuring continuity, consistency, and growth while partnering closely with Sales, Medical, Access, and other key functions

About the Role

#LI-Hybrid

Location: São Paulo, Brazil

Mobility / Relocation: *Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.*

Key Responsibilities:

- Define and execute brand strategy and operational plans aligned with business objectives and portfolio priorities in Hematology.
- Lead end-to-end marketing execution, including campaigns, initiatives, and materials, ensuring consistency and impact.
- Drive excellence in launch planning and lifecycle management in close collaboration with cross-functional stakeholders.
- Partner closely with the field team to translate strategy into effective customer engagement and in-field execution.
- Analyze market insights, performance data, and customer feedback to guide decision-making and optimize plans.
- Ensure strong alignment across Marketing, Sales, Medical, Market Access, and other functions to support sustainable growth.
- Act as a key steward of strategic continuity, ensuring stability and clarity following prior organizational changes.
- Ensure full compliance with all Novartis policies, processes, and ethical standards.

Essential Requirements:

- University degree in Marketing, Business, Life Sciences, or a related field.
- Proven experience in **pharmaceutical marketing**, ideally within specialty care or hematology.
- Solid experience with **product launches and strategic brand planning**
- Strong analytical skills with the ability to translate insights into clear actions.
- Demonstrated ability to work collaboratively in cross-functional, matrix environments.
- Strong communication, stakeholder management, and leadership skills.
- Fluency in English.

Desirable Requirements:

- Previous experience in Hematology or Oncology.
- Experience working in complex, highly regulated and fast-paced organizations.

Why Novartis: Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

You'll receive: Competitive salary, annual bonus, life insurance, home office policy (home office 2x a week), retirement and wellbeing plans, flexible working arrangements, birthday day-off, parental leave, subsidized dining facilities, health insurance, employee recognition platform, Gympass, employee resource groups and virtual self-development tools.

If you want to learn more about our benefits, you can access the Novartis Life Handbook <https://www.novartis.com/careers/benefits-rewards>

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.

Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Careers: <https://www.novartis.com/careers>

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 \(PDF 30 MB\)](#)

Marketing
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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