

Junior Brand Associate

Job ID
REQ-10076885
май 04, 2026
Панама

Сводка

-Support the actions of marketing and/or be part of the Brand Team that designs the strategic plan of Marketing

About the Role

#LI-Hybrid

This role is based in Novartis Panama s unable to offer relocation support for this role: please only apply if this location is accessible for you.

Key responsibilities

- Support the development and execution of brand strategies and tactical plans aligned with portfolio and business objectives.
- Contribute to portfolio life cycle management activities, ensuring consistent follow-up on market performance and brand results.
- Analyze market trends, sales performance, competitive dynamics, and commercial data to provide actionable insights.
- Assist in sales forecasting and demand planning, working closely with finance and commercial teams.
- Coordinate the development, approval, and deployment of promotional materials for the sales force in line with internal processes.
- Collaborate with cross-functional stakeholders (medical, access, regulatory, finance, commercial partners) to ensure aligned execution.
- Support budget tracking and proper execution of tactical and promotional investments.
- Participate in commercial planning meetings, follow-ups with the field force, and ongoing performance reviews.

Essential requirements

- Bachelor's degree in **Marketing, Business Administration, or related field**
- **1+ year of experience** in marketing, commercial analytics, or a related role (recent graduates with strong internships will also be considered).
- Strong interest in **brand management, portfolio management, and commercial planning**
- Analytical mindset with the ability to manage complexity and work with multiple data sources.
- Excellent communication and collaboration skills.
- **English proficiency (intermediate level or higher)**.

What will help you succeed

- Previous exposure to the **pharmaceutical, healthcare, or consumer goods industry**.
- Experience supporting cross-functional projects and working with multiple stakeholders.
- Curiosity, learning agility, and motivation to grow into future marketing leadership roles.

Benefits and Rewards

Benefits and Rewards: Read our handbook to learn about all the ways we'll help you thrive personally and professionally <https://www.novartis.com/careers/benefits-rewards>

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.

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
Finance
Место
Панама
Сайт
Panama
Company / Legal Entity
PA13 (FCRS = PA013) Novartis Panama, S.A.
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular

Shift Work

No

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