

# Marketing Manager NSI

Job ID  
REQ-10077273  
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Румыния

## Сводка

#LI-Hybrid  
Location: Bucharest, Romania

The Marketing Manager is accountable for leading a portfolio of brands within a therapeutic area and for managing and developing the local marketing team to deliver sustainable growth, market share, and patient impact. The role translates International and Regional strategy into local portfolio priorities, sets clear direction for brand and campaign execution, and ensures consistent, high-quality omnichannel delivery across the portfolio

## About the Role

## Key responsibilities

- Lead and translate International and Regional portfolio strategies into local, ICE-aligned plans that drive growth, market share, and patient impact.
- Lead, develop, coach, and succession-plan the local marketing team while fostering strong ICE capabilities and a high-performance culture.
- Set clear direction for brand strategy, content development, and campaign execution across the portfolio in line with ICE standards.
- Drive performance management by reviewing results, execution quality, and insights and translating them into clear optimization and reprioritization actions.
- Define and optimize marketing mix investments for prioritized customer segments, leveraging insights and GenAI-enabled tools.
- Design and orchestrate patient journey strategies, omnichannel activation plans, patient services, and PSPs in line with governance and International guidance.
- Ensure consistency, quality standards, and best-practice sharing across brands, campaigns, and content.
- Lead forecasting inputs, manage marketing budgets end-to-end, assess ROI, and deliver marketing objectives supporting sales and growth.
- Enable effective cross-functional collaboration with Sales, Medical, Value & Access, and other stakeholders for customer-centric execution.
- Lead local brand and product launches, including launch readiness reviews and follow-up actions, supported by execution excellence teams.
- Ensure compliance with Novartis policies, governance, SOPs, ethics, and industry codes across all marketing activities.

## Requirements

- University degree in life sciences, marketing, business, or a related field with relevant experience in pharmaceutical marketing or brand management; fluency in English required, local language desirable (Romanian).
- Strong understanding of pharmaceutical markets, customers, and healthcare systems.
- Proven experience developing and executing marketing strategies and integrated campaigns.
- Expertise in omnichannel marketing and digital engagement models.
- Strong financial acumen with experience managing budgets and assessing ROI.
- Demonstrated cross-functional leadership and stakeholder management capability.
- Strategic, analytical, and data-driven mindset with strong problem-solving skills.
- Proven ability to apply digital and AI-enabled tools in daily marketing work.
- Ability to manage complexity, ambiguity, and multiple priorities effectively.
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## Commitment to Diversity & Inclusion:

We are 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>

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Дивизион  
International  
Business Unit  
Marketing  
Место  
Румыния  
Сайт  
Bucuresti  
Company / Legal Entity  
RO07 (FCRS = RO007) NOVARTIS PHARMA SERVICES ROMANIA S.R.L  
Functional Area  
Маркетинг  
Job Type  
Full time  
Employment Type

Regular  
Shift Work  
No

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