

Marketing Manager Oncology

Job ID
REQ-10077298
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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

- Translate International and Regional strategies into clear, ICE-aligned local portfolio plans driving growth, market share, and patient impact.
- Lead, develop, coach, and succession-plan the local marketing team, fostering strong ICE capabilities and a performance-driven culture.
- Set strategic direction for brand positioning, content development, and campaign execution across the portfolio in line with ICE standards.
- Review portfolio performance, execution quality, and insights to drive optimization, prioritization, and continuous improvement.
- Define and optimize marketing mix investments for prioritized customer segments, leveraging advanced analytics and GenAI-enabled tools.
- Design and orchestrate disease and 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.
- Deliver marketing objectives supporting sales growth and market share, including forecasting inputs, budget management, and ROI assessment.
- Enable strong cross-functional collaboration with Sales, Medical, Value & Access, and other stakeholders for coherent, customer-centric execution.
- Lead local brand and product launches, including launch readiness reviews and follow-up actions in collaboration with execution excellence teams.
- Ensure full 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, healthcare systems, and customer dynamics.
- Proven experience developing and executing marketing strategies and integrated campaigns.
- Expertise in omnichannel marketing models and digital engagement.
- Strong financial acumen with experience in budget management and ROI assessment.
- Demonstrated cross-functional leadership and stakeholder management capabilities.
- Strategic, analytical, and data-driven mindset with strong problem-solving skills.
- Ability to integrate digital and AI-enabled tools into everyday marketing work.
- Ability to manage complexity, ambiguity, and multiple priorities effectively.

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>

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
General Management
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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