

Senior Brand Manager, Oncology

Job ID
REQ-10078321
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Канада

Сводка

As a Senior Brand Manager, Oncology, you will play a key role in driving the growth and performance of the oncology portfolio in Canada. Partnering closely with Medical, Field Force, and cross-functional teams, you will lead the execution of strategic and tactical initiatives to maximize brand value across the lifecycle. This role requires strong business acumen, execution excellence, and the ability to operate effectively in a highly collaborative, matrix environment.

About the Role

#LI-Hybrid

Location: Toronto, Ontario

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

This job posting is not for an existing position.

Key responsibilities:

- Drive performance of key oncology assets through effective brand planning and execution
- Develop and implement tactical marketing plans aligned with strategic brand objectives and lifecycle management
- Generate high-quality, timely market insights to optimize brand positioning, targeting, and segmentation
- Partner with Medical, Brand Director, and Field teams to ensure strong cross-functional alignment and execution excellence
- Plan and execute promotional activities, including campaign development, media strategy, and events
- Lead demand planning, forecasting, and financial discipline across brand-related investments
- Support annual brand planning, budget development, and monthly forecasting processes
- Track performance through defined KPIs and provide regular insights and recommendations to stakeholders
- Ensure consistency of approach within the customer marketing team and alignment across stakeholders
- Ensure compliance with Novartis policies, including reporting of adverse events within 24 hours

Essential Requirements:

- Proven experience in brand management within the pharmaceutical industry
- Strong strategic thinking with demonstrated ability to translate strategy into execution
- Experience working in cross-functional teams (e.g., Medical, Sales, Marketing)
- Strong project management and operational execution skills
- Ability to build trust-based relationships with key stakeholders
- Business acumen with focus on driving sales growth and performance
- Strong communication and collaboration skills in a matrix environment

Desirable Requirements:

- Experience in Oncology or specialty care therapeutic areas
- Experience in multinational or large pharmaceutical organizations

At Novartis Canada, we are determined to be a valued partner and advocate, with a deep understanding of patient needs along the entire care journey – from drug development, to diagnosis, to access and beyond. Part of the way we are doing this is by leveraging data, technology, and partnerships.

Research & Development: we focus on four core therapeutic areas: Cardiovascular, Renal & Metabolic, Immunology, Neuroscience and Oncology. We also develop and deliver treatments through other promoted and established brands, which today are helping millions of patients. Over the last three years, our average annual research and development investment in Canada was over \$30 million, and we conduct clinical trial research in every region throughout Canada.

Commitment to Diversity and Inclusion: Novartis is committed to building outstanding, inclusive work environment and diverse team's representatives 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
Marketing

Место
Канада
Сайт
Toronto
Company / Legal Entity
CA04 (FCRS = CA004) NOVARTIS PHARMA CANADA INC.
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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