

# Marketing Associate Oncology

Job ID  
REQ-10079670  
Июн. 02, 2026  
Аргентина

## Сводка

The Marketing Associate supports the execution of brand strategies, ensuring high-quality implementation of omnichannel campaigns, materials, and customer engagement initiatives. The role translates strategic direction into actionable plans, contributing to campaign development, ICE project execution, and performance tracking through data analysis.

## About the Role

### Main responsibilities:

- **Drive impactful omnichannel campaigns** by designing and executing data-driven initiatives aligned with territory strategy. Leverage digital platforms and AI to continuously optimize performance.
- **Translate strategy into flawless execution** by partnering closely with the field force to bring brand plans to life.
- **Lead key projects (e.g., ICE)** with accountability for delivery, follow-up, and measurable outcomes.
- **Turn insights into action** by capturing field feedback and transforming it into strategies that strengthen brand performance.
- **Enable smarter decisions** through ongoing analysis of market and business data—identifying opportunities, mitigating risks, and improving campaign effectiveness.
- **Champion cross-functional collaboration** by working seamlessly with Medical, Access, and global stakeholders to deliver integrated customer experiences.
- **Uphold excellence and integrity** by ensuring all initiatives meet the highest standards of compliance and ethics.

## What You Bring

### Experience

- Bachelor's degree in Marketing, Business, Communications, Life Sciences, or related field
- 2+ years of experience in marketing, medical, or commercial roles (oncology—especially breast cancer—preferred)
- Proven experience delivering omnichannel campaigns end-to-end, including agency collaboration and multichannel execution
- Strong track record partnering with field teams to execute and optimize plans
- Fluent in Spanish and English, with strong communication skills

### Capabilities

- Execution excellence & project management
- Strategic thinking grounded in data and insights
- Influence and collaboration across functions
- Analytical, problem-solving mindset
- Digital and AI fluency to enhance marketing performance

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Дивизион  
International  
Business Unit  
Marketing  
Место  
Аргентина  
Сайт  
Ramallo (Argentina)  
Company / Legal Entity  
AR01 (FCRS = AR001) Novartis Argentina S.A.  
Functional Area  
Маркетинг  
Job Type  
Full time  
Employment Type  
Regular  
Shift Work  
No

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