

Brand Manager Immunology - maternity leave

Job ID
REQ-10087080
сен 17, 2026
Италия

Сводка

The Brand Manager is accountable for translating International and Regional Therapeutic Area strategy into locally relevant brand plans and executing them to deliver sustainable growth, market share, and patient impact for assigned brands. The role leverages local insights to optimize the marketing mix across the brand lifecycle and works cross functionally to ensure effective, compliant execution in line with Novartis values and ethics.

About the Role

Key responsibilities:

- Own end-to-end accountability for one or more brands across their lifecycle
- Translate global strategy into a local brand plan with clear objectives, target audiences, messaging, and omnichannel execution.
- Execute integrated omnichannel campaigns and optimize marketing mix using data, insights, and tools (e.g., DRO).
- Define customer segmentation, prioritization, and design ICE-aligned customer journeys; train sales teams on messaging and tactics.
- Deliver sales, growth, and market share targets; lead forecasting, demand planning, and budget management.
- Lead brand launches and readiness activities, coordinating cross-functional teams (Sales, Medical, Value & Access).
- Monitor performance via KPIs and insights, continuously refining strategy, campaigns, and execution quality.
- Ensure compliant execution, effective agency collaboration, content reuse, and strong engagement with HCPs and stakeholders.

Essential requirements

- University degree in Life Sciences, Marketing, Business, or related field; fluency in English and Italian.
- Experience in pharmaceutical brand management or marketing roles; experience in Immunology will be considered a plus.
- Strong understanding of pharma markets, customers, and healthcare systems.
- Proven ability to develop and execute brand strategies and tactical plans.
- Solid omnichannel marketing and campaign execution skills.
- Strong financial acumen, including budgeting and resource management.
- Experience in cross-functional leadership within matrix organizations; effective stakeholder management.
- Strategic, data-driven mindset with ability to manage complexity, leverage digital/AI tools, and uphold high ethics and compliance standards.

Why Novartis? Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

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 and Inclusion:

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

People and culture

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 \(PDF 30 MB\)](#)

Primary location salary range

€44,100.00 - €81,900.00
Дивизион
International
Business Unit
Sales
Место
Италия
Сайт
Milano
Company / Legal Entity
IT08 (FCRS = IT008) Novartis Farma S.p.A.
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Temporary (Fixed Term)
Shift Work
No

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