NOVARTIS

Brand Manager Oncology

Job ID
REQ-10087534
Ноя. 23, 2026
Испания
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Сводка

We are looking for an experienced Brand Manager Oncology to join our team in Spain. In this role, you will help shape and execute the local brand strategy, translating strategic priorities into impactful tactical plans that support brand growth and improve outcomes for patients.

You will work cross-functionally with Marketing, Medical and other key functions, bringing strong market and customer insights into brand planning and execution. Given the therapeutic area, we are particularly looking for someone with experience in prostate cancer and radioligand therapy within the Spanish market.

About the Role

Key Responsibilities

- Define and execute the local product and brand strategy in alignment with local management and global marketing strategy.
- Prepare and contribute to **Integrated Brand Teams and Launch Teams**, supporting effective cross-functional planning and execution.
- Lead the execution, monitoring and analysis of agreed tactical plans to support sustainable brand growth.
- Develop and execute promotional activities in accordance with internal SOPs, applicable regulations and Code of Conduct requirements.
- Monitor brand performance and the external environment, identifying opportunities and taking corrective action when required to achieve business objectives.
- Identify relevant market and customer insights through engagement with key stakeholders and translate these into actionable brand initiatives.
- Execute central, regional and locally initiated marketing activities.
- Manage brand budgets, forecasts and expenses, continuously evaluating the marketing mix for effectiveness and impact.
- Collaborate closely with Marketing and Medical teams to identify relevant centers, Key Opinion Leaders (KOLs) and other opinion leaders within the therapeutic area.
- Develop a strong understanding of different patient segments and their specific needs, and incorporate these insights into brand strategy and execution.
- Oversee the distribution of required regulatory and safety communications, including Risk Management Plan educational materials and Dear Healthcare Professional Letters, ensuring timely and compliant communication to healthcare professionals.
- Ensure full compliance with all applicable regulatory, quality, ethical, health, safety and environmental requirements.
- Report technical complaints, adverse events and special case scenarios related to Novartis products within 24 hours of receipt.
- Support the distribution of marketing samples where applicable.
- Contribute to a healthy and safe workplace by complying with Novartis HSE and ISEC requirements and supporting employee well-being and a strong culture of safety.

What you’ll bring to the role

Essential requirements

- Strong marketing and brand management experience within the pharmaceutical or healthcare industry.
- Experience within Oncology, specifically prostate cancer.
- Experience or strong knowledge of radioligand therapy (RLT).
- Good understanding of the Spanish oncology market, including its key stakeholders and healthcare environment.
- Strong strategic and analytical capabilities, with demonstrated ability to translate market insights into effective brand plans and tactical execution.
- Proven ability to work successfully in a cross-functional environment, particularly with Marketing and Medical teams.
- Strong stakeholder management and communication skills.
- **Fluency in Spanish is essential.**
- Strong command of English to operate effectively within an international organization.

Desirable requirements

- Experience supporting oncology product launches or launch readiness.
- Established understanding of the prostate cancer patient journey and relevant treatment landscape.
- Experience working with oncology treatment centers, KOLs and other key external stakeholders.

Key measures of success

- Market share and market share growth.
- Effective execution of brand strategy and tactical plans.
- Strong cross-functional collaboration across Marketing, Medical, Regulatory and field teams.
- Effective budget and marketing-mix management.
- Full compliance with applicable regulatory and Novartis requirements.

Benefits & Rewards
At Novartis, we’re committed to reimagining medicine together - and rewarding the people who make it happen.

Expected Annual Base Salary Range for role: 58,200.00 - 83,100.00 - 108,000.00 EUR Annual

- The base salary offered is determined based on gender-neutral objectives, such as relevant skills, competencies and experience in accordance with the Novartis pay setting policy and upon joining Novartis will be reviewed periodically. In addition to your base salary, you may be eligible for a performance-based bonus depending on certain performance parameters. The rewards of being part of our team go far beyond base pay and incentives. We also offer a variety of competitive benefits in kind to help you thrive personally and professionally, such as insurance plans, retirement plans, wellbeing resources and global recognition programs. In addition, we provide flexible and hybrid working options, where possible, and minimum 14 weeks paid parental leave. You may be eligible for a company vehicle or a car allowance in accordance with the applicable local Novartis policies and guidelines. Pay equity is a fundamental principle of our employment policy and reflects our commitment to create a diverse, equitable and inclusive environment that treats all employees with dignity and respect, as outlined in our Code of Ethics. Read our brochure to learn more about our global total rewards offering: https://www.novartis.com/sites/novartis_com/files/novartis-life-handbook.pdf

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
€58,200.00 - €108,000.00
Дивизион
International
Business Unit
Sales
Место
Испания
Сайт
Barcelona Gran Vía
Company / Legal Entity
ES06 (FCRS = ES006) Novartis Farmacéutica, S.A.
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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