NOVARTIS

Marketing Lead - Contract Manufacturing

Job ID
REQ-10088354
Сен. 22, 2026
Ирландия

Сводка

The Marketing Lead for Novartis Contract Manufacturing role involves shaping and executing the Novartis Contract Manufacturing brand's storytelling, visual identity, and content strategy across all platforms. This role bridges creativity and strategy to drive brand awareness, engage audiences, and support business growth through impactful messaging and experiences.

About the Role

Major Accountabilities

- Develop and execute integrated brand storytelling and marketing strategies that strengthen Novartis CDMO's market positioning, increase brand awareness, and create meaningful engagement with Large Pharma and Small-to-Mid Biotech customers.
- Own the end-to-end content strategy and editorial calendar, ensuring alignment with business priorities, solution offerings, campaign objectives, and long-term capacity planning requirements.
- Lead the creation of high-quality technical and thought leadership content, including white papers, case studies, articles, blogs, presentations, and customer success stories that support demand generation and commercial growth.
- Drive consistent brand messaging and visual identity across all digital, print, and event-based marketing materials, ensuring alignment with go-to-market strategies and customer buying journeys.
- Oversee the development of creative assets and marketing collateral, including graphics, videos, presentations, infographics, brochures, and promotional materials that enhance audience engagement and brand credibility.
- Provide strategic leadership for trade shows, conferences, webinars, and industry events, including content planning, booth messaging, presentations, demonstrations, and event-related marketing campaigns.
- Monitor, analyze, and optimize content and campaign performance using marketing analytics and KPI dashboards, leveraging insights to improve engagement, lead generation, conversion rates, SEO performance, and marketing ROI.
- Collaborate with global cross-functional stakeholders, including Business Development, Technical Operations, Communications, Commercial teams, and external partners, to deliver integrated marketing initiatives that support business growth and revenue objectives.

Minimum Requirements

- Bachelor's degree in Marketing, Communications, Business Administration, Life Sciences, or a related field is required; MBA or Master's degree with a specialization in Marketing, Digital Strategy, or Life Sciences is preferred.
- Minimum 8+ years of progressive B2B marketing experience, preferably within the pharmaceutical, biotechnology, healthcare, CDMO, or contract manufacturing industries.
- Demonstrated expertise in brand management, content marketing, and digital engagement strategies, with a proven ability to build and execute successful multi-channel marketing programs.
- Strong experience developing technical and scientific content, including white papers, case studies, thought leadership articles, presentations, and customer-facing marketing collateral.
- Proficiency in marketing technology platforms, including marketing automation tools, CRM systems, content management platforms, and marketing analytics dashboards.
- Strong analytical and performance marketing capabilities, with experience measuring campaign effectiveness, lead generation, conversion metrics, SEO performance, and marketing ROI.
- Proven ability to collaborate effectively across global and cross-functional teams, including Business Development, Technical Operations, Commercial, Communications, and external agency partners.
- Excellent communication, presentation, stakeholder management, and project management skills, with the ability to translate business objectives into actionable marketing strategies and manage multiple priorities in a fast-paced global environment.

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

Expected Annual Base Salary Range for role: €72,870- €135,330

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

Note: Benefits and compensation may vary by country and are subject to local legal requirements, including provisions of collective bargaining agreements where applicable. A full overview of your compensation package, including any relevant collective bargaining agreement details applicable to your role based on your employment location and Novartis employer entity, will be communicated separately to you during the application process.

Commitment to Diversity and Inclusion / EEO paragraph

Novartis is 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)

Primary location salary range
€72,870.00 - €135,330.00
Дивизион
Operations
Business Unit
Production / Manufacturing
Место
Ирландия
Сайт
Dublin (NOCC)
Company / Legal Entity
IE02 (FCRS = IE002) Novartis Ireland Ltd
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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