

Brand Manager Immunology

Job ID
REQ-10089893
Окт. 21, 2026
Испания

Сводка

#LI-Hybrid
Location: Barcelona or Madrid, Spain

Ready to reimagine medicine for patients?

Join us to shape and deliver a breakthrough product launch from the ground up. We are looking for a Brand Manager Immunology to join our team who will play a key role in shaping and executing the local brand strategy.

In this role, you will translate strategic priorities into impactful tactical plans, using market and customer insights to identify opportunities and drive brand performance. Working closely with Medical and other cross-functional partners, you will help ensure that our activities address the evolving needs of healthcare professionals and patients while maintaining the highest standards of compliance.

About the Role

Key Responsibilities

- Define and execute the local **brand and product strategy** in alignment with local management and global marketing priorities.
- 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 drive sustainable brand growth.
- Develop and execute promotional activities in accordance with internal SOPs, Code of Conduct requirements and applicable regulations.
- Monitor product and brand performance, market dynamics and the external environment, identifying opportunities and taking corrective action where required.
- Generate actionable market and customer insights through stakeholder interactions and translate these insights into brand initiatives.
- Execute global, regional and locally initiated marketing activities.
- Manage brand budgets, forecasts and expenses, evaluating the marketing mix to optimize effectiveness and impact.
- Partner closely with **Medical and other cross-functional teams** to maximize the impact of brand activities.
- Identify relevant centers, Key Opinion Leaders (KOLs) and other opinion leaders within the therapeutic area.
- Develop a strong understanding of the needs of different patient segments 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.

Essential Requirements

- Relevant experience in **brand management, marketing or commercial roles within the pharmaceutical or healthcare industry**
- Strong strategic and analytical capabilities, with the ability to translate market and customer insights into effective brand strategies and tactical plans.
- Ability to monitor performance and market dynamics and adapt plans based on insights and changing business needs.
- Strong cross-functional collaboration skills, with the ability to work effectively with Medical, Regulatory and other key functions.
- Excellent stakeholder management and communication skills.
- Strong planning and project management capabilities.
- Ability to manage budgets, forecasts and marketing investments effectively.

Desirable Requirements

- Previous experience within **Dermatology**.
- Experience supporting product launches or launch readiness activities.
- Experience engaging with healthcare professionals, KOLs and other key external stakeholders.

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 - 108,000.00 EUR

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.

In addition to your base salary, you may be eligible for a performance-based bonus depending on certain performance parameters Long-term equity awards granted at group level may also be part of your package. Further details will be provided during the application process.

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

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: Read our handbook to learn about all the ways we'll help you thrive personally and professionally <https://www.novartis.com/careers/benefits-rewards>

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[Read our handbook \(PDF 30 MB\)](#)

Primary location salary range

€58,200.00 - €108,000.00

Дивизион

International

Business Unit

Marketing

Место

Испания

Сайт

Barcelona Gran Via

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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