NOVARTIS

Oncology Brand Manager

Job ID
REQ-10090246
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Чили

Сводка

#LI-Hybrid

Lead the breast cancer brand strategy for Chile, strengthening brand positioning and market share while creating clear, effective ways of working across the cross-functional team. This role requires an action-oriented marketing leader who can rapidly build business understanding, manage forecasting and product lifecycle priorities, and drive engagement in access plans across Medical, Value & Access, Sales and Supply.

This role is based in Santiago, Chile. Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

About the Role

Key responsibilities

- Lead and execute the breast cancer brand strategy in Chile, translating cluster priorities into a clear local plan that strengthens brand leadership, positioning and market share.
- Own brand performance and P&L management, including business forecasting, budget stewardship, performance tracking and timely corrective actions.
- Drive disciplined product lifecycle management, identifying opportunities and risks and adapting plans based on market, customer and competitive insights.
- Establish effective team dynamics and ways of working, providing senior leadership and creating clarity, accountability and momentum across the brand team.
- Build trusted partnerships with Medical, Value & Access, Sales and Supply to align priorities and deliver an integrated customer and patient-focused strategy.
- Advance access plan engagement by connecting marketing priorities with payer and market-access needs and tracking execution against agreed outcomes.
- Navigate a complex oncology environment with a hands-on, action-oriented approach, making sound decisions and maintaining focus on the highest-impact priorities.
- Use market knowledge and analytics to monitor brand health, competitor activity and customer needs, and convert insights into practical commercial actions.
- Communicate the brand vision and priorities effectively to key stakeholders, influencing without direct authority and ensuring accountability for commitments.

Essential Requirements

- University degree in business, marketing, life sciences or a related field, with relevant oncology brand management experience and fluent English communication skills; Spanish fluency is required for the Chilean market.
- Demonstrated experience developing and executing brand strategy in oncology, ideally within breast cancer or solid tumors.
- Strong P&L, business forecasting and budget management capabilities, with the ability to translate performance data into action.
- Solid knowledge of the oncology market, customer landscape, competitive environment and access considerations in Chile.
- Proven leadership and influencing skills, with the ability to align senior and cross-functional stakeholders without direct reporting authority.
- Excellent communication and collaboration skills, with experience partnering across Medical, Value & Access, Sales and Supply.
- Strategic mindset combined with a hands-on, action-oriented approach, learning agility and the ability to navigate complexity.
- High standards of ethics and accountability, with a consistent focus on delivering commitments and building trust.

Desirable Requirements

- Experience in a large innovative pharmaceutical company and familiarity with internal commercial platforms and tools.
- Established knowledge of the Chilean oncology and market-access ecosystem.

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: Learn about all the ways we'll help you thrive personally and professionally.
Read our handbook (PDF 30 MB)

Дивизион
International
Business Unit
Other
Место
Чили
Сайт
Santiago
Company / Legal Entity
CL01 (FCRS = CL001) Novartis Chile S.A.
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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