NOVARTIS

Marketing Head Immunology

Job ID
REQ-10090885
Ноя. 09, 2026
Италия

Сводка

As Marketing Head Immunology, you will lead the localization and execution of the Therapeutic Area and brand strategy, translating international direction into impactful local plans that improve outcomes for patients and customers while delivering sustainable business growth.

You will have end-to-end responsibility for the commercial strategy across the brand lifecycle, from pre-launch and launch through growth and lifecycle management. You will shape the go-to-market model, customer segmentation, omnichannel engagement strategy and marketing investment approach, ensuring a strong and differentiated customer experience.

Working in close partnership with Medical, Sales, Value & Access and other cross-functional partners, you will lead an integrated Therapeutic Area team and ensure strong strategic alignment, launch readiness and execution excellence.

You will also play an important people leadership role, building capabilities and developing a diverse, future-ready talent pipeline.

About the Role

Key Responsibilities

Brand Strategy & Localization

- Lead the localization and development of the **Therapeutic Area and brand strategy and One Brand Plan** for priority brands, aligned with international and regional direction.
- Translate customer, patient, market and competitive insights into clear strategic priorities and opportunities.
- Localize customer and content strategies, maximizing the reuse of international content while ensuring relevance for local audiences.
- Develop audience-specific omnichannel campaigns and customer journeys based on segmentation, customer needs and channel preferences.
- Lead the development of patient journey solutions, services and activation programs aligned with the overall Therapeutic Area strategy.
- Provide local market insights and strategic input to international and regional teams throughout the product lifecycle.
- Own relevant market research and synthesize insights on market dynamics, competition, customer behavior and unmet needs to continuously strengthen strategy.
- Ensure effective content governance, tagging and review processes in accordance with applicable company and regulatory requirements.

Go-to-Market Model & Customer Engagement

- Shape the optimal **go-to-market model** by analyzing customer and patient distribution, market concentration, potential and engagement needs.
- Lead customer segmentation and tiering in line with international guidance and translate segmentation into actionable engagement strategies.
- Define the optimal marketing mix and investment model across priority customer segments and channels.
- Develop and implement omnichannel engagement strategies designed to maximize customer reach, relevance and impact.
- Establish customer coverage principles, including engagement frequency, channel mix and field versus marketing ownership.
- Continuously evaluate customer journeys, engagement data and feedback to improve the overall customer experience.
- Partner with international and regional teams to share campaign insights, learnings and best practices and adapt strategies where required.
- Leverage advanced analytics, technology and AI-enabled solutions to inform strategic choices and optimize customer engagement and resource allocation.

Strategic & Operational Leadership

- Translate strategy into clear annual brand and tactical plans with measurable objectives, KPIs, investments and resource allocation.
- Lead brand forecasting, performance estimation, cost planning and relevant inputs into supply planning.
- Drive performance reviews, business planning cycles and launch readiness reviews in partnership with cross-functional stakeholders.
- Ensure full commercial readiness for upcoming launches and establish clear cross-functional accountabilities for launch excellence.
- Monitor performance against agreed priorities and rapidly adapt plans based on new insights, market developments and performance indicators.

Brand & Tactical Execution

- Lead the execution of marketing activities including digital and omnichannel campaigns, content deployment, patient activation initiatives and national HCP engagement activities.
- Co-create HCP engagement approaches with Sales, ensuring strong field readiness and alignment with relevant regulatory and compliance requirements.
- Lead the execution and continuous optimization of patient journeys and patient activation programs across appropriate channels.
- Ensure consistent, high-quality implementation of brand initiatives, with clear measurement of effectiveness and timely optimization.
- Drive capability building across the Therapeutic Area and brand organization to strengthen marketing and commercial excellence.

Cross-Functional Leadership

- Lead the cross-functional Therapeutic Area and brand team, creating clarity around priorities, accountabilities and expected outcomes.
- Partner closely with **Medical, Sales, Value & Access and other key functions** to ensure an integrated approach across strategy and execution.
- Ensure customer, market, patient and competitive insights are effectively integrated into strategic decision-making.
- Foster an outside-in mindset, ensuring external developments and evolving customer needs continuously inform strategy.
- Build strong relationships with relevant external stakeholders, including healthcare professionals, key opinion leaders and patient organizations.

People Leadership & Culture

- Build and inspire an engaged, high-performing marketing organization with clear objectives, accountability and a strong sense of purpose.
- Coach and develop talent, strengthening individual capabilities and creating meaningful development and career opportunities.
- Attract and retain future-ready talent while strengthening succession planning and commercial capabilities across the organization.
- Foster an inclusive environment characterized by collaboration, curiosity, innovation and continuous learning.
- Lead by example, demonstrating the Novartis leadership behaviors and encouraging transformation, high performance and a growth mindset.

Key Performance Indicators

Success in the role will be measured through a combination of business, customer, execution and organizational outcomes, including:

- Therapeutic Area sales, market share and growth versus plan.
- Launch readiness and post-launch performance.
- Quality and execution of brand and tactical plans.
- Effectiveness and quality of omnichannel customer engagement.
- Customer reach, frequency, engagement and content effectiveness.
- Patient activation and patient journey performance.
- Forecast accuracy and disciplined management of marketing investments.
- Effective reuse and localization of international content.
- Quality and impact of customer, competitive and market insights.
- Cross-functional alignment and delivery against agreed priorities.
- Compliance with applicable regulatory and company standards.
- Development of commercial capabilities, talent pipeline, succession strength and employee engagement.

What You'll Bring to the Role

Education

- University degree in **business, life sciences, economics, marketing or a related field**
- MBA, postgraduate marketing qualification or other relevant advanced degree is an advantage but not required.

Languages

- Fluency in **English**.
- **Italian** language is nice to have.

Experience

- Significant commercial experience within the **pharmaceutical, biotechnology or innovative healthcare industry**, spanning both marketing and preferably sales.
- Proven experience managing brands across the **full product lifecycle, including pre-launch and launch**.
- Strong track record of developing brand strategies and translating them into successful commercial execution.
- Demonstrated experience driving brand performance, forecasting and managing significant marketing investments or P&L responsibilities.
- Strong experience in customer segmentation, go-to-market strategy and omnichannel customer engagement.
- Proven ability to lead complex cross-functional teams and collaborate effectively with Medical, Sales, Value & Access and other critical functions.
- **Direct people leadership experience**, including coaching, talent development and performance management.
- Experience engaging with external stakeholders such as HCPs, KOLs and patient organizations and translating external insights into strategic action.
- International or regional experience would be an advantage.

Skills & Capabilities

- Strong strategic marketing and brand management capabilities.
- Excellent understanding of customer segmentation, omnichannel engagement and customer journey development.
- Ability to translate complex customer, market and performance data into clear strategic choices and actionable plans.
- Strong financial acumen, including budgeting, forecasting, investment prioritization and operational planning.
- Proven ability to lead complex cross-functional initiatives and deliver launch readiness and execution excellence.
- Strong digital mindset, with experience optimizing content and customer engagement across channels.
- Ability to leverage **AI-enabled marketing tools, advanced analytics and predictive insights** to enhance customer engagement, improve resource allocation and drive business performance.
- Strong communication, influencing and stakeholder management skills.

Leadership Capabilities & Mindset

You are a **strategic and decisive leader** who can set clear priorities and navigate complexity and ambiguity with confidence.

You combine commercial ambition with a strong patient and customer focus and are comfortable challenging established approaches when there is an opportunity to create greater impact.

You are an experienced people leader who builds capability, coaches talent and creates an inclusive, high-performance environment.

Above all, you bring an **enterprise mindset**, high integrity and accountability, strong cross-functional collaboration skills, and the curiosity and adaptability needed to lead through continued transformation.

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:80,400.00 - 114,800.00 - 149,200.00 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
€80,400.00 - €149,200.00
Дивизион
International
Business Unit
General Management
Место
Италия
Сайт
Milano
Company / Legal Entity
IT08 (FCRS = IT008) Novartis Farma S.p.A.
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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List of links present in page

1. https://www.novartis.com/sites/novartis_com/files/novartis-life-handbook.pdf
2. https://www.novartis.com/about/strategy/people-and-culture
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