NOVARTIS

Brand Manager – Oncology & Neuroscience

Job ID
REQ-10092635
Ноя. 17, 2026
Словакия

Сводка

#LI-Hybrid
Location: Bratislava

Relocation Support: This role is based in Bratislava, Slovakia. Novartis is unable to offer relocation support: please only apply if accessible.

The Brand Manager is accountable for translating International and Regional Therapeutic Area strategy into locally relevant brand plans and executing them to deliver sustainable growth, market share, and patient impact for assigned brands. The role leverages local insights to optimize the marketing mix across the brand lifecycle and works cross-functionally to ensure effective, compliant execution in line with Novartis values and ethics.

About the Role

Key responsibilities

- Own one or a limited number of brands across the launch, growth, and maturity stages, with accountability for sustainable sales, market share, growth, and patient impact.
- Translate International and Regional strategies into locally relevant brand plans with clear objectives, prioritized audiences, tailored messages, omnichannel journeys, and focused execution.
- Design, execute, and continuously optimize integrated tactical plans, omnichannel campaigns, and the marketing mix using local customer, market, disease, and performance insights.
- Define customer segmentation and prioritization in line with International Commercialization Excellence standards, and orchestrate ICE-aligned journeys that deliver the right message through the right channel at the right time.
- Equip and train sales representatives on brand messages and tactics to strengthen customer engagement, impact, and access to prioritized customers.
- Lead forecasting, demand planning, supply coordination, performance management, and end-to-end brand budget allocation, taking corrective action based on results and market dynamics.
- Lead local launch strategy and execution, including launch readiness review preparation, participation in LRR sessions, and follow-up of agreed actions.
- Orchestrate the cross-functional brand team across Sales, Medical, Value & Access, Execution Excellence, and other partners, ensuring alignment, accountability, and high-quality execution.
- Monitor ICE KPIs, execution quality, customer engagement, business impact, and campaign effectiveness; convert insights from research, customer interactions, and data into strategy and tactical improvements.
- Collaborate with the Production Hub to maximize reuse of International assets, ensure measurable tagging, deploy content at the right time, and secure the required local approvals.
- Develop non-promotional patient activation journeys, patient support programs, services, and solutions that address non-medical barriers to care in line with International guidance and governance.
- Manage external agencies and engage HCPs, key accounts, and other stakeholders to validate assumptions and deliver high-quality initiatives in full compliance with Novartis policies, SOPs, ethics, and industry requirements.

Requirements

- University degree in life sciences, marketing, business, or a related field; business fluency in Slovak or Czech and English
- Minimum of 2 to 3 years of experience in pharmaceutical brand management or marketing, preferably in Oncology, Hematology or Neuroscience.
- Strong understanding of pharmaceutical markets, customers, healthcare systems, and the brand lifecycle, esp. with maturing brands and loss of exclusivity
- Demonstrated ability to develop and execute brand strategies, tactical plans, product launches, and omnichannel campaigns.
- Strong financial acumen, including forecasting, demand planning, performance management, budget ownership, and marketing mix allocation.
- Proven cross-functional leadership and stakeholder management skills, with experience working effectively in a matrix organization.
- Strategic and analytical thinking with a data-driven mindset and the ability to translate customer, market, and performance insights into action.
- Ability to manage complexity, ambiguity, competing priorities, external partners, and high-quality execution.
- Proven ability to incorporate digital and AI tools into daily work, combined with high standards of ethics, integrity, and compliance.

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: 36,610.00 to 67,990.00 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

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.

- Company car (except administrative, Finance and HR roles)
- Monthly pension contribution matching your contribution up to 3% of your gross monthly base salary
- Risk Life Insurance (full cost covered by Novartis)
- 1 week holiday above the Labour Law requirement
- 4 paid sick days within one calendar year in case of absence due to sickness without a medical sickness report
- Cafeteria employee benefit program – choice of benefits from Benefit Plus SK for 500 EUR per year
- Meal vouchers of 7 EUR each working day (full tax covered by the company)
- MultiSport Card contribution

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

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Primary location salary range
€36,610.00 - €67,990.00
Дивизион
International
Business Unit
General Management
Место
Словакия
Сайт
Bratislava
Company / Legal Entity
SKA2 (FCRS = SK002) Novartis s.r.o
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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