NOVARTIS

Brand Manager - Immunology

Job ID
REQ-10093471
Ноя. 25, 2026
Италия

Сводка

#LI-Hybrid

Own the development and execution of the brand strategy, translating global vision into market-relevant actions that accelerate growth and create value for patients and customers.
Collaborate with local leadership, global teams, and cross-functional stakeholders to identify opportunities, shape strategic priorities, and deliver innovative marketing initiatives with measurable business impact.

About the Role

The Role:

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.

Major Accountabilities:

- Own end-to-end accountability for one or more brands across their lifecycle
- Translate global strategy into a local brand plan with clear objectives, target audiences, messaging, and omnichannel execution.
- Execute integrated omnichannel campaigns and optimize marketing mix using data, insights, and tools (e.g., DRO).
- Define customer segmentation, prioritization, and design ICE-aligned customer journeys; train sales teams on messaging and tactics.
- Deliver sales, growth, and market share targets; lead forecasting, demand planning, and budget management.
- Lead brand launches and readiness activities, coordinating cross-functional teams (Sales, Medical, Value & Access).
- Monitor performance via KPIs and insights, continuously refining strategy, campaigns, and execution quality.
- Ensure compliant execution, effective agency collaboration, content reuse, and strong engagement with HCPs and stakeholders.

Requirements:

- University degree in Life Sciences, Marketing, Business, or related field; fluency in English and Italian.
- Experience in pharmaceutical brand management or marketing roles.
- Strong understanding of pharma markets, customers, and healthcare systems.
- Proven ability to develop and execute brand strategies and tactical plans.
- Solid omnichannel marketing and campaign execution skills.
- Strong financial acumen, including budgeting and resource management.
- Experience in cross-functional leadership within matrix organizations; effective stakeholder management.
- Strategic, data-driven mindset with ability to manage complexity, leverage digital/AI tools, and uphold high ethics and compliance standards.
- Languages: Fluent in English & Italian

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: €44,100.00 - 63,000.00 - 81,900.00 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.

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)

Primary location salary range
€44,100.00 - €81,900.00
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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