NOVARTIS

Brand Manager

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Сводка

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

Major Accountabilities

· Full accountability for one or limited number of brands across their lifecycle (launch, growth, maturity).

· Own brand strategy and planning by translating International strategy into a local brand plan, including clear objectives, prioritized customers audiences, tailored key messages, omnichannel journeys and executional focus.

· Deliver the International brand strategy at country level, aligned with Regional and Country guidance, leveraging local customer, market, and disease insights to optimize local execution.

· Design and execute integrated brand tactical plans and omnichannel campaigns, ensuring effective deployment and optimization of the marketing mix and monitoring of the impact (enabled as needed by technological solutions such as DRO).

· Define and manage customer segmentation and prioritization in line with International Commercialization Excellence standards and guidance.

· Design and orchestrate ICE-aligned omnichannel customer journeys, ensuring the right messages reach the right customers through the right channels at the right time. Train the sales reps on message and tactics to increase the impact and access of the sales reps to their targeted customers.

· Deliver brand sales, market share, and growth objectives; lead forecasting and demand planning; monitor and manage brand budgets.

· Lead local brand/product launch strategy and tactics execution, lead launch readiness reviews preparation, contribute to LRR sessions (supported by EE customer excellence) and follow up actions.

· Lead and orchestrate the cross-functional brand team (e.g. Sales, Medical, Value & Access), ensuring alignment, accountability, and high-quality execution.

· Monitor brand performance through ICE KPIs and insights, tracking execution quality, customer engagement, and business impact, and translating insights into optimization actions (where applicable, to be aligned with International at Handshake meetings).

· Generate and apply insights from market research, customer interactions, and performance data to refine strategy and tactics.

· Collaborate with Production Hub team to ensure that available global International assets can be reused on the market level (to reduce content duplications), ensure proper measurable tagging and ensure right content is deployed at the right time with expected local approval levels.

· Manage external agencies and partners to deliver high-quality, compliant brand initiatives.

· Set clear direction for brand/disease patients journey strategy, design, support omnichannel activation plans and key messages by target audience to support patients activation in a non-promotional manner (patients activation), design and develop service solutions to support patients during their treatment journey to address non-medical barriers to care (patients services and solutions) design-develop and execute PSP in alignment with International guidance, governance and materials.

· Ensure all brand activities comply with Novartis policies, SOPs, and industry requirements.

· Connect to HCPs and external stakeholders to capture insights and validate assumptions.

Key Performance Indicators (Suggested priority KPIs **italicized*)

- Achievement of brand sales, growth, and market share objectives for assigned brands.
- Quality and impact of brand strategy and tactical plan execution (on time, on budget).
- Effectiveness of omnichannel campaigns and marketing mix (ROI, KPI, NPS).
- Achievement of International content reuse targets to drive execution efficiency and ICE consistency.
- Effectiveness of patients activation omnichannel journey, PSP and patients services solutions.
- Accuracy and quality of forecasting, demand planning, and budget management.

- Quality and actionability of customer and market insights generated.
- Effectiveness of cross-functional collaboration and stakeholder alignment.
- Compliance with governance, SOPs, and regulatory requirements.
- undefined
- undefined

Ideal Background

Education:

· University degree in **life sciences, marketing, business, or a related field**

Languages:

· English

· Country language required

Experience/Professional Requirement:

Relevant Experiences

· Relevant experience in pharmaceutical brand management or marketing roles.

· Strong understanding of pharmaceutical markets, customers, and healthcare systems.

· Demonstrated experience developing and executing brand strategies and tactical plans.

· Omnichannel marketing and campaign execution capability.

· Financial acumen and budget management skills.

· Cross-functional leadership and stakeholder management.

· Ability to manage complexity, ambiguity, and multiple priorities.

· Experience working cross-functionally in a matrix environment.

· Strong strategic and analytical thinking with a data-driven mindset.

· Proven ability to incorporate digital/AI tools as part of daily work.

· High standards of ethics, integrity, and compliance.

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
€39,800.00 - €74,000.00
Дивизион
International
Business Unit
General Management
Место
Португалия
Сайт
Sintra
Company / Legal Entity
PT05 (FCRS = PT005) PT Pharma
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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