

Marketing Manager NSI

Job ID
REQ-10077273
июл 01, 2026
Румыния
Available in: English

Сводка

#LI-Hybrid
Location: Bucharest, Romania

The Marketing Manager is accountable for leading a portfolio of brands within a therapeutic area and for managing and developing the local marketing team to deliver sustainable growth, market share, and patient impact. The role translates International and Regional strategy into local portfolio priorities, sets clear direction for brand and campaign execution, and ensures consistent, high-quality omnichannel delivery across the portfolio

About the Role

Key responsibilities

- Lead and translate International and Regional portfolio strategies into local, ICE-aligned plans that drive growth, market share, and patient impact.
- Lead, develop, coach, and succession-plan the local marketing team while fostering strong ICE capabilities and a high-performance culture.
- Set clear direction for brand strategy, content development, and campaign execution across the portfolio in line with ICE standards.
- Drive performance management by reviewing results, execution quality, and insights and translating them into clear optimization and reprioritization actions.
- Define and optimize marketing mix investments for prioritized customer segments, leveraging insights and GenAI-enabled tools.
- Design and orchestrate patient journey strategies, omnichannel activation plans, patient services, and PSPs in line with governance and International guidance.
- Ensure consistency, quality standards, and best-practice sharing across brands, campaigns, and content.
- Lead forecasting inputs, manage marketing budgets end-to-end, assess ROI, and deliver marketing objectives supporting sales and growth.
- Enable effective cross-functional collaboration with Sales, Medical, Value & Access, and other stakeholders for customer-centric execution.
- Lead local brand and product launches, including launch readiness reviews and follow-up actions, supported by execution excellence teams.
- Ensure compliance with Novartis policies, governance, SOPs, ethics, and industry codes across all marketing activities.

Requirements

- University degree in life sciences, marketing, business, or a related field with relevant experience in pharmaceutical marketing or brand management; fluency in English required, local language desirable (Romanian).
- Strong understanding of pharmaceutical markets, customers, and healthcare systems.
- Proven experience developing and executing marketing strategies and integrated campaigns.
- Expertise in omnichannel marketing and digital engagement models.
- Strong financial acumen with experience managing budgets and assessing ROI.
- Demonstrated cross-functional leadership and stakeholder management capability.
- Strategic, analytical, and data-driven mindset with strong problem-solving skills.
- Proven ability to apply digital and AI-enabled tools in daily marketing work.
- Ability to manage complexity, ambiguity, and multiple priorities effectively.
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Commitment to Diversity & Inclusion:

We are 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
L277,830.00 - L515,970.00

Дивизион
International
Business Unit
Marketing
Место
Румыния
Сайт
Bucuresti
Company / Legal Entity
RO07 (FCRS = RO007) NOVARTIS PHARMA SERVICES ROMANIA S.R.L
Functional Area
Маркетинг

Job Type
Full time
Employment Type
Regular
Shift Work
No

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