

Senior Brand Manager Oncology

Job ID
REQ-10050111

4月 29, 2025

Czech Republic

摘要

Join our Oncology team Brand Manager who would lead the development of current brands to increase the potential of the product portfolio within the framework and strategy of Novartis.

About the Role

Major accountabilities:

- Brand strategy development, promotional campaigns & tactical plans within marketing budgets
- Content preparation of Integrated Brand Teams and Launch Teams
- Running market research programs & market insights for responsible brands and monitors /anticipating market development
- Responsibility for execution, monitoring and analysis of the agreed tactical plans to ensure the growth of the brand(s)

- Leadership of the cross-functional local/regional brand Team, incl. coordination of the One Impact Plan, and monitoring the execution of objectives
- Leadership of the development of promotional activities in line with internal SOPs and Code of Conduct guidelines
- Monitoring and controlling brand budgets, forecasts and expenses and assessing the marketing mix of the product to evaluate cost-effectiveness and results
- Identification of area market insights and opportunities via customer interactions
- Execution of central marketing activities as well as regional-initiated marketing activities
- Monitoring product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives
- Compliance with applicable policies, procedures and other regulations

Key performance indicators:

- Market share & market share growth.
- Performance management and employee relations, feedback, meetings, surveys (i.e. Field Force, Marketing capabilities, Global Marketing, Medical Department, Regulatory Department) -Ensure full compliance to all regulatory requirements

Essential requirements:

- University degree, ideally Business/Pharmacy/Medicine
- Czech native and English proficient
- At least 5 years ' experience as the Product Manager (shown success; pharmaceutical business preferable) or Brand Manager, preferably knowledge of oncology products
- Be sensitive to market dynamics, regional differences, segmentation, pricing strategies and understand marketing research
- Innovative and Creative: Develop innovative concepts and approaches to positioning and tactical marketing in the therapeutic market
- Partnership and Collaboration: Coordinate functional teams from sales and marketing services, medical affairs and clinical development. Coordinate the general direction of symposia in collaboration with the marketing services department
- Ability to build and maintain close relationships with local opinion leaders Ability Analytical approach with a focus on sales performance and related KPIs (Key performance indicators) is critical and competitive benchmarking
- Demonstrate strong communication skills, provide input to field managers and representatives, report writing and presentation skills

You ' ll receive:

- Company car
- Annual bonus
- Monthly pension contribution matching your contribution up to 3% of your gross monthly base salary
- Company Shares Program
- Risk Life Insurance (full cost covered by Novartis)

- 5-week holiday per year (1 week above the Labour Law requirement)
- MultiSport Card (costs covered by company)
- 4 paid sick days within one calendar year in case of absence due to sickness without a medical sickness report
- Private Medical Care Program: company contribution
- Flexible benefits: 17,500 CZK per year
- Meal vouchers for 105 CZK for each working day (full tax covered by the company)

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>

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International

Business Unit
Innovative Medicines

地点
Czech Republic

站点
Prague

Company / Legal Entity
CZ02 (FCRS = CZ002) Novartis s.r.o

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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Accessibility and accommodation

Novartis is committed to working with and providing reasonable accommodation to all individuals. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to receive more detailed information about the essential functions of a position, please send an e-mail to di.cz@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.



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