

Brand Manager - Oncology

Job ID
REQ-10056836

7月 08, 2025

Singapore

摘要

- Local Brand Managers OR global / regional / local sub-function specialists within a specific marketing sub-function.
- Define product strategy in agreement with local management and global marketing department, and implement supporting tactical plans/projects.

About the Role

Major accountabilities:

- Prepares content of Integrated Brand Teams and Launch Teams.
- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brand(s)

- Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.
- Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results.
- Identifies area market insights and opportunity via customer interactions
- Executes central marketing activities as well as regional initiated marketing activities
- Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives
- Collaborate with cross-functional teams to maximize impact of activities
- Identify specific needs for each segment of patients and the implications of the disease for each of them within assigned territory

Essential Requirements:

- 3-5 years of dedicated marketing experience in the pharmaceutical industry, ideally with a focus on oncology.
- Diverse experience such as prior roles in sales or formal training as a pharmacist will be considered a strong advantage.
- Business-level proficiency in English is required.

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部门

International

Business Unit

Innovative Medicines

地点

Singapore

站点

Mapletree Business City (MBC)

Company / Legal Entity

SG04 (FCRS = SG004) Novartis Singapore Pte Ltd

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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