

Brand Lead SMA Gene Therapies

Job ID
REQ-10059014

8月 01, 2025

United Kingdom

摘要

#LI-Hybrid

Location: London (The Westworks)

Relocation Support: This role is based in London (The Westworks). Novartis is unable to offer relocation support: please only apply if accessible.

About the Role:

As Brand Lead for SMA Gene Therapies you will lead, develop and drive the execution of brand strategy with the objective to maximise market share and revenue growth for Novartis.

About the Role

Key responsibilities:

Your responsibilities include, but are not limited to:

- Lead the marketing mix and implementation of promotional activities in line with marketing budgets, internal SOPs and Code of Conduct guidelines across Omni-channel platforms
- Lead, align and work with cross-functional teams to deliver brand strategy and operational plans
- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brands
- Implement launch and recall of sales materials for field force, and updates where necessary
- Represent UK with international/regional teams and providing UK insight and contributing to international strategic decisions related to the therapy area and brands
- Owns and leads the brand strategy and planning processes in-line with International/CPO direction, OneBP and operational brand plan using insight driven analysis
- Achievement of sales targets
- Monitors and controls expenditure
- Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives

Requirements:

- Previous Brand Management experience is desirable
- Gene Therapies / Rare Disease experience is desirable
- People leadership or cross functional experience / leadership
- Proven ability to develop trust-based relationships with key internal and external stakeholders and in leading a matrix organisation
- Analytical and problem-solving skills
- Strong project management skills
- Experience of different stages of product life cycle (launch experience desirable)
- Thorough understanding of the UK NHS and pathways and how this impacts on the business
- Sales experience (Key Account Manager level) desirable

Commitment to Diversity:

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

Why Novartis?

Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

You ' ll receive:

Competitive salary, Annual bonus, Pension scheme, Share scheme, Health insurance, 25 days annual leave, Flexible working arrangements, subsidized dining facilities, Employee recognition scheme, learning and development opportunities.

Join our Novartis Network:

If this role is not suitable to your experience or career goals but you wish to stay connected to learn more about Novartis and our career opportunities, join the Novartis Network here:

<https://talentnetwork.novartis.com/network>

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>

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up:

<https://talentnetwork.novartis.com/network>

Benefits and Rewards: Read our handbook to learn about all the ways we ' ll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

部门

International

Business Unit

Universal Hierarchy Node

地点

United Kingdom

站点

London (The Westworks)

Company / Legal Entity

GB16 (FCRS = GB016) Novartis Pharmaceuticals UK Ltd.

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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