

Brand Manager - Immunology, Ophthalmology, SMA

Job ID
REQ-10060353

9月 02, 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
- Business-level proficiency in English is required.
- Science related degree is preferred
- Experience in brand or indication launches preferred

You 'll receive: You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. <https://www.novartis.com/careers/benefits-rewards>

Commitment to Diversity and Inclusion:

Novartis is an Equal Opportunity Employer and take pride in maintaining a diverse environment. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, gender, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status. We are committed to building diverse teams, representative of the patients and communities we serve, and we strive to create an inclusive workplace that cultivates bold innovation through collaboration and empowers our people to unleash their full potential

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
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

[Apply to Job](#)

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



Job ID
REQ-10060353

Brand Manager - Immunology, Ophthalmology, SMA

[Apply to Job](#)

Source URL:

<https://www.novartis.com.cn/careers/career-search/job/details/req-10060353-brand-manager-immunology-ophthalmology-sma>

List of links present in page

1. <https://www.novartis.com/careers/benefits-rewards>
2. <https://www.novartis.com/about/strategy/people-and-culture>
3. <https://talentnetwork.novartis.com/network>
4. <https://www.novartis.com/careers/benefits-rewards>
5. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Mapletree-Business-City-MBC/Brand-Manager---OphthalmologyREQ-10060353>
6. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Mapletree-Business-City-MBC/Brand-Manager---OphthalmologyREQ-10060353>