

Brand Manager (Immunology)

Job ID
REQ-10060367

9月 02, 2025

Israel

摘要

#LI-Hybrid

Location: Israel (some field based activities are expected)

This role is based in Israel. Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

Are you ready to join one of the world ' s leading pharmaceutical companies and contribute to ensuring that patients in Israel have access to innovative and life-changing medicines?

The purpose of this role is to achieve market share and sales targets of assigned brands, either in market or in launch.

Lead a cross functional team (squad) on a daily basis, ensuring full accountability for strategic and operational plans/solutions which optimize profitability, market share and revenue growth for the assigned brand portfolio in the short and long term.

Accountable for local adoption of integrated disease area (content, solutions & performance) to maximize value of products/services to the customers.

This position reports to the Country Therapeutic Area Head NS, Imm. & GTx.

About the Role

Key Responsibilities:

- Develop and execute strategic, tactical marketing and territory plans for assigned brands in line and strategy at a National and Global level. Ensure optimization of profitability, sales, market share, growth and revenue. Develop and manage brand budgets including forecasting, expense, optimization and evaluation of cost effectiveness opportunities.
- Analyze relevant industry trends and competitor activities, as well as growth opportunities. Leverage disease and market knowledge to gain customer insights through the use of appropriate tools and techniques both of the brand as well as competitors. Translate market intelligence into Brand strategies and programs. Monitor competitor activities and therapeutic trends closely as well as being able to gauge opportunities in the marketplace. Be highly informed about the Company and rival products.
- Develop and execute brand messaging for assigned products. Contribute to the mapping of stakeholders, including segmentation & profiling and provide accurate and timely data for the Novartis CRM system. Collaborate with respective TA Head in setting performance management objectives based on customer-integrated plans and sales-specific targets.
- Drives sales per brand base by means of proactive territory and account planning, relationship-building and good influencing skills. Develop National sales and market share forecasts , manage annual budget effectively and communicate budget impacts within the organization. Develop and implement customer-centric and patient-centric programs which create value to key customers and stakeholders to maximize Novartis access and sales.
- Develop, manage and enhance relationships with relevant pool of highly effective core customers and stakeholders to further reinforce the image and reputation of Novartis.
- Lead a cross functional team on a daily basis, provide an ongoing feedback and directions in order to create an impact and drive the business. Leverage the team ' s knowledge, skill-set and competencies to deliver the right solution to the right patient relative to their own particular regional environment. Integration of insights from both external and internal to identify gaps and opportunities translate to effective and innovative solutions.
- Manage and maintain the squad budget. Work effectively with cluster/RE /Global to share knowledge and best practices. Local implementation of global relevant materials to ensure minimal local investment and fast execution.
- Work cross functionally with all colleagues to maximize customer interaction at the local level and share information in a timely manner. Develop and manage effective relationships and calling of targeted customers as well as execution of field activities.

Essential Requirements:

- Education: Life Sciences degree.
- Min 2-3 years of experience as Brand/Product Manager from the pharmaceutical industry.
- Proficient Hebrew and English, both written and spoken.
- Innovative and strategic thinking.
- Cross functional collaboration, stakeholder management experience.

- Project Management experience.
- Operations Management and Execution.
- Excellent communication skills.

Desirable Requirements:

- Experience with Immunology therapeutic area.
- Working with specialists.

About Novartis Israel:

Novartis is a leading pharmaceutical company renowned for its innovation. In Israel, we pioneered the introduction of advanced cell and gene therapies. Our commitment to research and development spans a wide range of therapeutic areas, including oncology, chronic conditions, and rare diseases. We take pride in being a proactive partner, contributing to the advancement of healthcare solutions.

As a global pharmaceutical leader headquartered in Switzerland, Novartis is among the largest pharmaceutical companies in Israel. Our mission is to lead in delivering innovative medicines to patients across the country. We are dedicated to fostering a dynamic work environment that promotes personal development and professional growth.

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>

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
Israel

站点
Israel

Company / Legal Entity
IL04 (FCRS = IL004) Novartis Israel

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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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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