

Brand Manager Neuroscience (Maternity Cover)

Job ID
REQ-10064185

10月 13, 2025

Ireland

摘要

The role of Brand Manager is to lead the development and execution of brand strategies that drive growth and ensure the right medicine reaches the right patient at the right time. This includes delivering marketing and operational plans that meet financial goals, while championing the brand across teams and agencies to foster alignment and engagement.

Relocation Support: This role is based in Dublin, Ireland. Novartis is unable to offer relocation support: please only apply if accessible.

About the Role

Key Responsibilities:

- Understands the disease area ecosystem and shape
- Defines local product strategy in the market, aligning with the global approach.

- Prepares content of Integrated Brand Teams.
- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brand(s).
- Leads the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.
- Monitors 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 opportunities via market research & customer interactions.
- Collaborates with Marketing and Medical teams to maximize activities.
- Identifies specific needs for each segment of patients and the implications of the disease for each of them within the assigned territory

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)
- Ensure full compliance on all regulatory requirements

Essential Requirements:

- Degree in relevant field
- Experience working in a marketing position in Pharma or relevant industry (e.g. FMCG)
- Hybrid working from the Dublin office

Skills:

- Strategic thinking
- Project Management
- Budget tracking
- Collaborative working

Languages :

- English

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.

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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部门

International

Business Unit

Innovative Medicines

地点

Ireland

站点

Dublin (Country President Office (CPO))

Company / Legal Entity

IE02 (FCRS = IE002) Novartis Ireland Ltd

Functional Area

Marketing

Job Type

Full time

Employment Type
Befristet (Innendienst) (Befristet)

Shift Work
No

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