

Marketing Manager (Hematology)

Job ID
REQ-10065063

10月 20, 2025

Sweden

摘要

#LI-Hybrid

Location: Stockholm, Sweden. (Some field based activities are expected)

This role is based in Stockholm, Sweden. 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 Sweden have access to innovative and life-changing medicines?

The Marketing Manager (MM) is responsible for leading the development and support implementation of the national brand and tactical planning. Leads the cross-functional brand team. Together with the team, the MM is responsible for identifying and building relations with external and internal key stakeholders.

Accountable for the brand performance and the value delivered to benefit the patients and HCPs, revenue growth, profitability, and market share growth, also managing the cost within agreed brand budget.

Additionally, drives operational excellence through proactive customer and healthcare system centric, data-driven, omni-channel approach. Receives input on brand and disease area strategies from the Nordic and global TA teams and will secure strategic alignment between the Country, Nordic and Global.

This position reports to the Marketing Director of Sweden.

About the Role

Key Responsibilities:

- Design and follow up of, the implementation of the localized brand plan, aligned with the Nordic brand strategy to secure the growth of the brand(s). Lead the cross-functional brand team translation of the localized brand plan strategy to a country level tactical plan and execution and monitor the execution of brand objectives.
- Design, in collaboration with Value & Access, clear insights-based value proposition for customers (HCPs & if relevant also patient organizations).
- In close collaboration with Customer Engagement Directors and Business Excellence & Execution engage in and secure a clear and focused segmentation & targeting and the prioritization of focus accounts. In close collaboration with the Customer Marketing Lead and the Digital OCE Manager oversee deployment of omni-channel initiatives in line with brand strategy.
- Support the development of promotional omni-channel activities in line with internal SOPs and Code of Conduct guidelines.
- Monitor and control brand budgets, forecasts, supply and expenses and assess the marketing mix of the product. Monitors brand performance and external environment using appropriate tools and taking corrective actions.
- Engage externally in collaboration with the broader brand team to build a strong network with local medical experts and decision makers relevant to the therapeutic area.
- Proactively and in collaboration with relevant stakeholders, secure the exchange and utilization of best practices and synergies in the country and across the Nordics.
- Inspire and role model excellence. Strategic-oriented, results & growth driven and customer-focused culture, fostering innovation, and supporting best-in-class teams that fully exploit all market opportunities. Rigorously role model and foster unbossed, inspired & culture.
- Act in compliance with applicable policies, procedures, and other regulations. Report technical complaints /adverse events /special case scenarios related to Novartis products within 24 hours of receipt.

Essential Requirements:

- Education: Bachelor's or Master's Degree.
- Min. 3-5 years of experience as Brand and/or Product management from the Pharma industry.
- Proficient Swedish and English, both written and spoken.
- Solid understanding of the healthcare system and the specific market.
- Leading without authority (indirect leadership).

- Solid track-record of delivering results and life-cycle management to drive growth.
- Analytical skills to convert external insights to actionable opportunities.
- Digital savviness.

Desirable Requirements:

- Previous product launch experience.
- Hematology therapeutic area knowledge.

About Novartis:

Novartis is a leading pharmaceutical company renowned for its innovation. 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 Sweden. 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.

What we offer:

- Competitive salary, annual bonus and pension scheme
- Health insurance
- Flexible working arrangements
- Subsidized lunch facilities
- Inclusive work environment, many social activities and a highly active social committee

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

Sweden

站点

Kista

Company / Legal Entity

SE06 (FCRS = SE006) Novartis Sverige AB

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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