

Brand Manager

Job ID
REQ-10065237

10月 24, 2025

Morocco

摘要

The Brand Manager is a strategic leader responsible for defining and executing the brand(s) strategy at the local level, in alignment with global and regional marketing directives. This role drives brand growth, market share, and customer engagement through innovative and compliant marketing initiatives. The Brand Manager acts as the brand team leader, ensuring consistency, relevance, and excellence across all touchpoints.

About the Role

Key Responsibilities

Strategic Leadership & Brand Stewardship

- Define and promote the brand vision, positioning, and strategic roadmap

- Lead cross-functional Brand Teams, ensuring integrated planning and consistent execution across all channels
- Identify portfolio opportunities and unmet needs, driving strategic initiatives that enhance brand relevance, differentiation, and long-term growth & lead the corrective action plan accordingly

Marketing Excellence & Operational Execution

- Develop and implement robust tactical plans, launch strategies, and omnichannel campaigns that are customer-centric in line with internal SOPs and Code of Conduct guidelines
- Monitor brand performance through KPIs, market analytics, and customer feedback; proactively adjust strategies to optimize outcomes
- Manage brand budgets and forecasts with a focus on efficiency, impact, and return on investment

Customer & Market Insights

- Engage with HCPs, KOLs to uncover actionable insights and shape brand strategy
- Tailor messages according to each patient segment needs to address clinical needs, disease burden, and treatment pathways
- Build strategic partnerships with key institutions and stakeholders to elevate brand presence and advocacy

Cross-Functional Collaboration & Launch Readiness

- Collaborate closely with Medical Affairs, Market Access, Regulatory, Sales, and Global Marketing to ensure cohesive brand execution
- Lead Integrated Brand Planning and Launch Excellence processes, ensuring readiness and alignment across functions
- Localize global and regional initiatives to reflect market dynamics and customer expectations

Key Performance Indicators

- Market share evolution and competitive positioning
- Execution quality of strategic and tactical plans
- Compliance with internal and external standards
- Effectiveness of cross-functional collaboration and stakeholder engagement

Minimum Requirements

Experience

- Minimum of 4 years of hands-on experience in pharmaceutical marketing, with a strong track record in developing and executing brand strategies in innovative or specialty therapies.
- Experience in leading cross-functional teams and managing complex projects in matrix environments

Skills

- Strategic marketing and lifecycle management expertise
- Strong analytical and decision-making capabilities
- Digital fluency and omnichannel campaign execution
- Influencing, negotiation, and stakeholder management skills
- Agility, resilience, and operational excellence

Knowledge

- Deep understanding of the healthcare ecosystem, therapeutic areas, and patient journeys
- Familiarity with regulatory frameworks, compliance standards, and ethical marketing practices

Languages

- Fluency in English & French

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部门

International

Business Unit

Innovative Medicines

地点

Morocco

站点

Casablanca

Company / Legal Entity

MA03 (FCRS = MA003) Novartis Pharma Maroc SA

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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