

Marketing Manager (f/m/d), TA: Immunology

Job ID
REQ-10065636

11月 06, 2025

Austria

摘要

#LI-Hybrid
Location: Vienna, Austria

Define product strategy in agreement with local management and global marketing department and implement supporting tactical plans/projects. This role will own the go-to-market strategy, cross-functional coordination, and performance optimization to drive awareness, adoption, and revenue.

About the Role

Your key responsibilities:

- Developing go-to-market (GTM) strategy, including positioning, messaging, target segments and launch roadmap.
- Developing brand strategy, promotional campaigns & tactical plans within marketing budgets

- Responsible for execution, monitoring, and analysis of the agreed tactical plans and marketing mix in order to ensure the growth of the brand(s) according to their respective life cycle and business objectives.
- Leveraging digital channels to maximize OCE impact in close collaboration with the BEE team
- Displaying a learning mindset, interpret and apply external insights such as market dynamics, competitor insights, pipeline knowledge and customer insights.
- Apply all actions according to Novartis' values and behaviors

What you 'll bring to the role:

- Degree in business or life sciences is of benefit
- At least 3 years ' of proven matrix leadership within the pharmaceutical industry and the willingness to develop within the role for higher marketing responsibilities
- Analytical Skills: Ability to analyze and interpret complex data to make informed marketing decisions and forecast marketing trends.
- Leadership Skills: Proven ability for indirect leadership and manage a diverse team of cross functional professionals, fostering a positive work environment that encourages collaboration and creativity
- Very strong communication skills in German and English

You 'll receive:

In addition to a market-competitive base salary, we offer an attractive incentive program, a modern company pension scheme, learning and development options as well as worldwide career opportunities within the Novartis group. In accordance with Austrian law, we are obliged to disclose the minimum salary. For this position the minimum salary is € 61.400/year (on a full-time basis). The actual salary will be higher, as we strive to maintain a competitive position in the market and consider your previous experience, qualifications, and individual competencies.

Commitment to Diversity and Inclusion / EEO paragraph

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

Accessibility and Accommodation:

Accessibility and accommodation If because of a medical condition, physical disability or a neurodiverse condition you require an adjustment during the recruitment process, please reach out to disabilities.austria@novartis.com and let us know the nature of your request as well as your contact information. The support which we can provide will include advice on suitable positions as well as guidance at all stages of the application process. Austrian law provides candidates the opportunity to involve the local disability representative, Behindertenvertrauensperson (BVP), in the application process. If you would like to request this, please let us know in advance as a note on your CV.

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>

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

Marketing

地点

Austria

站点

Vienna

Company / Legal Entity

AT06 (FCRS = AT006) Novartis Pharma GmbH

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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Adjustments for Applicants with Disabilities

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