

Strategic Marketing Lead TA: Immunology (f/m/d)

Job ID
REQ-10065637

11月 06, 2025

Austria

摘要

#LI-Hybrid
Location: Vienna, Austria

Lead the cross-functional Immunology team with full accountability for developing and implementing strategic and operational plans that optimize short- and long-term profitability, market share, and revenue growth, while overseeing marketing manager/s responsible for launching new products and driving strategic product initiatives

About the Role

Your key responsibilities:

- Developing brand strategy, promotional campaigns & tactical plans within marketing budgets
- Displaying a learning mindset, interpreting and applying external insights such as market

dynamics, competitor insights, pipeline knowledge and customer insights.

- Running market research programs and market insights and monitoring/anticipating market development
- Leveraging digital channels to maximize OCE impact in close collaboration with the BEE team
- Responsible for execution, monitoring, and analysis of the agreed tactical plans in order to ensure the growth of the brand(s)
- Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results
- Coach and develop Marketing Manager/s: goal-setting, performance follow up and ensuring talent development.

What you ' ll bring to the role:

- Academic degree in business or life sciences, Advanced degrees like an MBA or a Master's in Marketing can be particularly attractive.
- At least 3 years ' experience in a leadership role within the pharmaceutical industry
- Analytical Skills: Ability to analyze and interpret complex data to make informed marketing decisions and forecast marketing trends.
- Leadership Skills: Proven ability to lead and manage a diverse team of marketing 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 € 86.800/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>

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
Universal Hierarchy Node

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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