

Product Manager, In-Market Brands

Job ID
REQ-10066134

11月 09, 2025

Australia

摘要

Join a highly commercial, impact-driven team focused on accelerating brand performance and delivering measurable growth. As a Product Manager in our In-Market Brands Team, you will help shape brand strategy, drive execution and partner cross-functionally to unlock market opportunities while maintaining the highest standards of compliance. You are commercially astute, data-driven, and outcome-focused; a collaborative partner who builds trust with cross-functional teams and external experts; and organised and resilient, able to manage multiple priorities while maintaining quality and compliance.

About the Role

What you ' ll do

- Prepare and contribute to Integrated Brand Teams and cross functional planning, ensuring clear strategy, aligned plans, and timely execution.

- Lead the execution, monitoring, and analysis of agreed tactical plans to grow assigned brand(s).
- Develop promotional activities aligned with internal SOPs and Code of Conduct guidelines.
- Monitor and control brand budgets, forecasts, and expenses; assess marketing mix for cost-effectiveness and results.
- Identify market insights and opportunities through customer interactions; execute centrally driven and regionally initiated marketing activities.
- Monitor product performance and the external environment using appropriate tools, taking corrective actions to meet business objectives.
- Collaborate closely with Marketing and Medical teams to maximize impact.
- Scout key external stakeholders, KOLs, and OLBs by disease within assigned territory; identify specific patient segment needs and disease implications to inform targeting and messaging.
- Ensure reporting of technical complaints, adverse events, and special case scenarios related to Novartis products within 24 hours of receipt.
- Manage the development and distribution of marketing collateral and samples where applicable, in line with governance and compliance standards.

What you will bring to the role:

- Pharmaceutical marketing experience as a Product Manager, or as an Associate Product Manager ready to step up and take on broader ownership.
- Proven ability to operate effectively across cultures, markets, and diverse stakeholder groups.
- Strong project management skills, consistently delivering initiatives on time, within scope, and with clear impact. Robust operations and execution capabilities, turning strategy into measurable results and sustained brand performance.
- Knowledge and experience in developing and implementing digital marketing strategy, familiarity with digital marketing tools and platforms.
- Experience working with and implementation of AI tools, would be advantageous.

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
Australia

站点
New South Wales (NSW)

Company / Legal Entity
AU04 (FCRS = AU004) AU Pharma Pty Ltd

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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



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