

Oncology - Hematology Brand Manager

Job ID
REQ-10068927

1月 04, 2026

Egypt

摘要

An exciting opportunity at Novartis Egypt. We are looking for Brand Managers to join our team in Oncology / Hematology. In this role, you will define product strategy in close alignment with local management and the global marketing department, ensuring a unified vision across markets. You will also take ownership of implementing tactical plans and projects that bring this strategy to life, driving impactful results and fostering brand growth.

#LI-Onsite

About the Role

Major accountabilities:

- Prepare content for Integrated Brand Teams and Launch Teams.
- Execute, monitor, and analyze tactical plans to ensure brand growth.

- Lead development of promotional activities in compliance with SOPs and Code of Conduct.
- Monitor and control brand budgets, forecasts, and expenses; evaluate marketing mix for cost-effectiveness.
- Identify market insights and opportunities through customer interactions and execute central/regional marketing activities.
- Track product performance and external environment, taking corrective actions to meet business objectives.
- Collaborate with Marketing and Medical teams to maximize activities, including scouting centers, KOLs, and OLs, and addressing patient segment needs.
- Ensure timely reporting of technical complaints/adverse events and manage distribution of marketing samples where applicable.

Minimum Requirements:

- A degree in Pharmacy or related discipline.
- Strong background in Brand or Marketing functions within the pharmaceutical industry.
- Experience within Oncology is highly essential.

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
Egypt

站点
New Cairo

Company / Legal Entity
EG02 (FCRS = EG002) Novartis Pharma S.A.E

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

```
function adjustKalturaPlayer() { var deviceWidth = window.innerWidth ||
document.documentElement.clientWidth || document.body.clientWidth; var mediaElement =
document.getElementById("kalturaplayer695ea39ae6812442852614"); var mediaContainer =
mediaElement.closest('.nc-kaltura-media'); var originalWidth = "1200px"; var originalHeight = "674px";
var originalWidthValue = parseFloat(originalWidth); var originalHeightValue =
parseFloat(originalHeight); var mediaType = "video"; var isResponsive = false; // Get computed styles
of the container element. var parentStyles = window.getComputedStyle(mediaContainer); var
finalWidth = parseFloat(parentStyles.width); if (finalWidth  var config = { targetId:
"kalturaplayer695ea39ae6812442852614", provider: { widgetId: "10m7rm1pm", partnerId:
"2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false,
allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: { download: {
disable: true }, "playkit-js-transcript":{ position: "right", // Default: bottom;( ' left ', ' right', ' top ', 'bottom ' ) to
enable transcript. expandMode: "over", // Default: alongside;( ' alongside', ' hidden ', 'over ' )
expandOnFirstPlay: false, showTime: true, downloadDisabled: false, printDisabled: false, disable:
true } }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu: false },
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; config.plugins.preventSeek = { preventSeekForward:
false, preventSeek: false }; config.plugins.floating = { disable: true }; config.plugins.navigation = {
position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; config.plugins['playkit-
js-hotspots'] = { disable: true }; config.plugins['playkit-js-moderation'] = { disable: true };
config.plugins['playkit-js-info'] = { disable: true }; config.plugins.share = { disable: true };
config.ui.uiComponents = []; config.plugins.googleTagManager = {};
config.plugins.googleTagManager.customEventsTracking = {};
config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
```

```
config.plugins.googleTagManager.customEventsTracking.custom = [];  
config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents:  
false, playlistEvents: false, castEvents: false } };
```

```
try { var kalturaPlayer = KalturaPlayer.setup(config); // Add the player to the global array. if (typeof  
kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var  
kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } // Load the Player for other  
media. kalturaPlayer.loadMedia({entryId: "1dgfvmafo"}); setTimeout(() => {  
setupAutoPause(kalturaPlayerVideos); }, 500); function setupAutoPause(players) {  
players.forEach((currentPlayer) => { currentPlayer.addEventListener('play', () => {  
players.forEach((otherPlayer) => { if (otherPlayer !== currentPlayer && typeof otherPlayer.pause ===  
'function') { otherPlayer.pause(); } })); }); }); } catch (e) { console.error(e.message) }
```



VIDEO

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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