NOVARTIS

Brand Manager | Haematology

Job ID
REQ-10073657

3　11, 2026

Jordan

Local Brand Managers OR global /regional /local sub-function specialists within a specific marketing sub-function. -Define product strategy in agreement with local management and global marketing department, and implement supporting tactical plans/projects.

About the Role

Major Accountabilities:

- Prepares content of Integrated Brand Teams and Launch Teams.
- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brand(s).
- Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.
- Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of

the product to evaluate cost effectiveness and results.

- Identifies area market insights and opportunity via customer interactions.
- Executes central marketing activities as well as regional initiated marketing activities.
- Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives.
- Collaborate with Marketing and Medical teams to maximize activities: -Scout centres, KOLs and OLs by disease within assigned territory.
- Identify specific needs for each segment of patients and the implications of the disease for each of them within assigned territory.
- Oversee the distribution of regulatory documents, including Risk Management Plan (RMP) educational materials and Dear Healthcare Professional Letters (DHCPL) to healthcare professionals (HCPs), ensuring timely, compliant, and effective communication of safety information as mandated by local and global regulatory requirements.
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt.
- Distribution of marketing samples (where applicable)
- Ensure a healthy and safe workplace by complying with Novartis HSE and ISEC standards, implementing measures, providing training and resources, supporting employee well-being, investigating incidents, and collaborating with HSE teams to maintain a safe environment while adhering to quality, ethical, health, safety, and environmental requirements.

Key Performance Indicators:

- Market share & market share growth
- Performance management and employee relations, feedback, meetings, surveys (i.e. Field Force, Marketing capabilities, Global Marketing, Medical Department, Regulatory Department)
- Ensure full compliance to all regulatory requirements

Minimum Requirements:

Work Experience:

- Minimum 5 years of experience in Pharmaceutical Industry
- Experience in Oncology/Hematology is a plus
- MBA or Marketing degree is a plus
- Project Management

Skills:

- Agility
- Commercial Excellence
- Cross-Functional Collaboration
- Customer Orientation
- Digital Marketing
- Healthcare Sector Understanding
- Influencing Skills

- Marketing Strategy
- Negotiation Skills
- Operational Excellence
- Priority Disease Areas Expertise
- Product Lifecycle Management (PLM)
- Product Marketing
- Product Strategy
- Stakeholder Engagement
- Stakeholder Management
- Strategic Partnerships

Languages:

- English

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: Learn about all the ways we'll help you thrive personally and professionally. Read our handbook (PDF 30 MB)

Pharma

Business Unit
General Management

Jordan

Jordan

Company / Legal Entity
JOPO (FCRS = CHO24) NPHS RO Jordan

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("kalturaplayer69b258e7e9e79685029773"); 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: "kalturaplayer69b258e7e9e79685029773", 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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2. https://www.novartis.com/sites/novartiscom/files/novartis-life-handbook.pdf
3. https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Jordan/Brand-Manager---HaematologyREQ-10073657-1
4. https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Jordan/Brand-Manager---HaematologyREQ-10073657-1