

## Marketing Associate

Job ID  
REQ-10074925

3月 26, 2026

Colombia

### 摘要

#LI-Hybrid

Location: Bogotá , Colombia

As a Marketing Associate, you will play a meaningful role in shaping how our brands connect with patients, customers, and the healthcare community. This is an opportunity to work at the heart of the Brand Team, contributing to impactful marketing strategies that support the full product life cycle and drive business performance. You will collaborate closely with cross-functional partners, translate insights into action, and help bring innovative campaigns to life—while building strong marketing foundations and growing your career in a purpose-driven organization.

### About the Role

Key Responsibilities

- Support brand strategy execution across the product life cycle to drive sales and market performance
- Collaborate with Brand Teams to translate insights into effective marketing initiatives and campaigns
- Contribute to the planning and execution of promotional and digital marketing activities
- Monitor brand performance, sales trends, and market dynamics to support informed decision-making
- Ensure timely reporting of technical complaints, adverse events, and special case scenarios
- Coordinate distribution of marketing samples in line with internal policies and compliance standards
- Support operational excellence through effective project coordination and cross-functional collaboration

## Essential Requirements

- Bachelor ' s degree in Marketing Business, Life Sciences, or a related field
  - Experience supporting marketing initiatives within the pharmaceutical or healthcare industry
  - Strong understanding of brand marketing, campaign execution, and product life cycle management
  - Ability to analyze market data, sales performance, and customer insights to support decision-making
  - Proven capability to manage multiple projects while collaborating effectively with cross-functional teams
  - Fluency in English with strong written and verbal communication skills
-

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 \(PDF 30 MB\)](#)

部门

International

Business Unit

Marketing

地点

Colombia

站点

Bogota (Pharmaceuticals / GDD / NTO / CTS)

Company / Legal Entity

CO01 (FCRS = CO001) Novartis de Colombia S.A

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("kalturaplayer69c68d2676123296494431"); 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 < originalWidthValue) {
var config = { targetId:
"kalturaplayer69c68d2676123296494431", 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: "1_dgfvmafo"}); 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.

Job ID  
REQ-10074925

Marketing Associate

[Apply to Job](#)



Job ID  
REQ-10074925

Marketing Associate

[Apply to Job](#)

---

Source URL:

<https://www.novartis.com.cn/careers/career-search/job/details/req-10074925-marketing-associate>

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://www.novartis.com/sites/novartis.com/files/novartis-life-handbook.pdf>
3. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Bogota-Pharmaceuticals--GDD--NTO--CTS/Marketing-AssociateREQ-10074925>
4. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Bogota-Pharmaceuticals--GDD--NTO--CTS/Marketing-AssociateREQ-10074925>