

Brand Associate

Job ID
REQ-10076885

5月 07, 2026

Panama

摘要

Lead the definition and execution of brand and portfolio strategies, with full ownership of marketing planning, lifecycle management, and commercial performance. This role is a core member of the Brand Team, accountable for driving results through strategic thinking, cross functional leadership, and flawless execution.

About the Role

#LI-Hybrid

This role is based in Novartis Panama. Please note that relocation support is not available for this position: only candidates with access to this location should apply.

Key Responsibilities

- Own the development and execution of brand strategies and tactical plans, fully aligned with portfolio priorities and business objectives.
- Lead portfolio lifecycle management initiatives, ensuring consistent monitoring of market performance, key KPIs, and brand results.
- Analyze market trends, sales performance, competitive landscape, and commercial data to generate actionable insights and strategic recommendations.
- Drive sales forecasting and demand planning in close collaboration with finance and commercial teams.
- Lead the development, approval, and deployment of promotional materials for the sales force, ensuring compliance with internal processes and standards.
- Act as the main marketing point of contact for cross functional stakeholders (medical, access, regulatory, finance, commercial partners), ensuring aligned strategy and execution.
- Own budget planning, tracking, and optimization of promotional and tactical investments.
- Lead commercial planning cycles, field force follow ups, and ongoing performance reviews, proactively identifying risks and opportunities.
- Ensure strong alignment between strategy and execution in the field, acting as the guardian of brand priorities.

Essential Requirements

- Bachelor ' s degree in Marketing, Business Administration, or a related field.
- Minimum 3 years of experience in brand management, marketing, or commercial roles with clear ownership responsibilities.
- Proven experience managing brand strategies, portfolio planning, and commercial initiatives.
- Strong analytical capabilities with experience translating data into strategic decisions.
- Ability to manage complexity and lead multiple priorities in a matrix environment.
- Excellent communication, influencing, and stakeholder management skills.
- English proficiency (intermediate-advanced level).

What Will Help You Succeed

- Previous experience in the pharmaceutical, healthcare, or consumer goods industry.
- Strong exposure to cross functional leadership and end to end project ownership.
- Strategic mindset combined with executional excellence.
- High accountability, autonomy, and learning agility.
- Motivation to continue growing into senior marketing or commercial leadership roles.

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>

Commitment to Diversity & Inclusion

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

Why Novartis

Helping people living with disease – and their families – takes more than innovative science. It takes a community of smart, passionate people like you. Together, we collaborate, support, and inspire one another to deliver breakthroughs that change patients' lives.

Ready to create a brighter future together?

<https://www.novartis.com/about/strategy/people-and-culture>

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

Finance

地点
Panama

站点
Panama

Company / Legal Entity
PA13 (FCRS = PA013) Novartis Panama, S.A.

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

```
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sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true,
showSpeedMenu: false }, css : "/modules/custom/arcticnckalturaaddon/css/kalturavideo.css",
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(KalturaPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(KalturaPlayer.plugins["transcript"]) { config.plugins["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 }; } if (KalturaPlayer.plugins["preventSeek"]) {
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config.plugins.floating = { disable: true }; if (KalturaPlayer.plugins["navigation"]) {
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false }; } if (KalturaPlayer.plugins["hotspots"]) { config.plugins["playkit-js-hotspots"] = { disable: true }; }
if (KalturaPlayer.plugins["moderation"]) { config.plugins["playkit-js-moderation"] = { disable: true }; } if
(KalturaPlayer.plugins["info"]) { config.plugins["playkit-js-info"] = { disable: true }; } if
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(KalturaPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents =
[]; if (KalturaPlayer.plugins["googleAnalytics"]) { config.plugins.googleTagManager = {};
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config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
config.plugins.googleTagManager.customEventsTracking.custom = [];
config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents:
false, playlistEvents: false, castEvents: false } }; }
```

```
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kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var
kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } // Load the Player for other
media. kalturaPlayer.loadMedia({entryId: "1_dgfvmafo"}); } catch (e) { console.error(e.message) }
```

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