

Marketing Manager

Job ID
REQ-10085619

十月 09, 2026

United Kingdom

摘要

#LI-Hybrid

Location: London office based role, UK

External candidates must have the right to work permanently in UK as vis and relocation support are not offered for this role. All candidates must be able to work for 12 days per month in the London office.

We have opportunities for Pharmaceutical Marketing Managers within Novartis UK in Oncology in the London office.

The Marketing Manager, Oncology will be responsible for leading brands within the UK Oncology Therapy Area and will deliver sustainable growth, market share, and patient impact. This role translates International and Regional strategy into local portfolio priorities, sets clear direction for brand and campaign execution, and ensures consistent, high-quality omnichannel delivery across the portfolio. This role will also develop marketing materials based on International frameworks, drive performance and collaboration across the team, and ensure effective prioritization, governance, and resource allocation while working in close partnership with cross-functional teams.

About the Role

Key responsibilities

- Lead local strategy by translating International and Regional priorities into clear, International commercialisation excellence (ICE)-aligned plans that drive growth, market share, and patient impact.
- Set direction for brand strategy, content, and campaign execution across the portfolio, ensuring prioritization, quality, and alignment with ICE standards.
- Lead, coach, and develop the local marketing team, building strong capabilities, accountability, and an inclusive high-performance culture.
- Drive performance management through regular review of results, execution quality, and insights, translating outcomes into concrete actions and resource reprioritization.
- Develop and optimize marketing mix investment models for prioritized customer segments, leveraging advanced insights and digital/GenAI-enabled solutions.
- Design and orchestrate omnichannel customer and patient journeys, including patient activation strategies, services, and PSP execution in line with International guidance.
- Ensure high-quality omnichannel delivery by integrating campaigns, channels, and touchpoints across brands, with a strong focus on execution excellence and impact.
- Lead brand and product launch strategies, ensuring launch readiness, governance, and effective cross-functional follow-up.

- Enable strong cross-functional collaboration with Sales, Medical, Value & Access, and other partners to ensure coherent, customer-centric execution.
- Ensure compliance with Novartis policies, SOPs, industry codes, and ethical standards, including governance, tracking, and best-practice sharing.

Essential Requirements

- Significant experience in pharmaceutical marketing ideally from within another pharmaceutical company (and customer engagement or brand management).
- UK Pharma experience and an understanding of the UK healthcare system is highly desirable
- Strong understanding of pharmaceutical markets, customers, and healthcare systems.
- Proven experience developing and executing integrated marketing strategies and campaigns.
- Demonstrated omnichannel marketing and digital engagement capability.
- Strong financial acumen, including budget management and ROI assessment.
- Proven cross-functional leadership, stakeholder management, and collaboration skills.
- Strong strategic, analytical, and data-driven mindset with the ability to manage complexity and incorporate digital/AI tools.
- University degree in life sciences, marketing, business, or related field;

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 \(PDF 30 MB\)](#)

Primary location salary range
£ 66,570.00 - £ 123,630.00

部门
International

Business Unit
Marketing

地点
United Kingdom

站点
London (The Westworks)

Company / Legal Entity
GB16 (FCRS = GB016) Novartis Pharmaceuticals UK Ltd.

Functional Area
Marketing

Job Type
Full time

Employment Type

Regular

Shift Work

No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6acb4a3e68f2f447110823", provider: { widgetId: "10m7rm1pm", partnerId:
"2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false, muted: false, loop:
false }, sources: { options: {}, startTime: 0 }, disableUserCache: "true", plugins: {}, sources: { options:
{}}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu:
false }, components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets:
['Playback', 'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
kPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(kPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(kPlayer.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 (kPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (kPlayer.plugins["navigation"]) { config.plugins.navigation =
{ position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; } if
(kPlayer.plugins["hotspots"]) { config.plugins["playkit-js-hotspots"] = { disable: true }; } if
(kPlayer.plugins["moderation"]) { config.plugins["playkit-js-moderation"] = { disable: true }; } if
(kPlayer.plugins["info"]) { config.plugins["playkit-js-info"] = { disable: true }; } if
(kPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents = []; if
(kPlayer.plugins["googleAnalytics"]) { 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 } }; }
```

```
// Ensure the global player registry array always exists, regardless of embed type.
window.kalturaPlayerVideos = window.kalturaPlayerVideos || []; try { var thumbEmbedPromise =
thumbnailEmbed({config, mediaInfo: {entryId: "1dgfvmafo"}}); // thumbnailEmbed() returns a
Promise that resolves with the player instance // when the user clicks the thumbnail. Use .then() to
capture the player directly. thumbEmbedPromise .then(function(player) {
window.kalturaPlayerVideos.push(player); // Notify kalturadatalayer.js that a new player is ready so
it can // attach custom event listeners immediately, regardless of when // the user clicked the
thumbnail relative to page load. document.dispatchEvent(new CustomEvent('kalturaPlayerReady', {
detail: { player: player } })); }) .catch(function(error) { console.error(error); }); } catch (e) {
console.error(e.message) }
```

Job ID
REQ-10085619

Marketing Manager

[Apply to Job](#)



Job ID
REQ-10085619

Marketing Manager

[Apply to Job](#)

Source URL:

<https://www.novartis.com.cn/careers/career-search/job/details/req-10085619-marketing-manager>

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://www.novartis.com/sites/novartiscom/files/novartis-life-handbook.pdf>
3. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/London-The-Westworks/Marketing-ManagerREQ-10085619-1>
4. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/London-The-Westworks/Marketing-ManagerREQ-10085619-1>