

## Senior Brand Manager - Immunology

Job ID  
REQ-10086039

9月 03, 2026

Thailand

### 摘要

Senior Brand Manager - Immunology is responsible for defining and executing local brand strategy in alignment with local leadership, regional direction, and global marketing objectives.

This role leads cross-functional planning, customer insight generation, tactical execution, and performance monitoring to drive sustainable brand growth while ensuring full compliance with internal policies, SOPs, and external regulations.

### About the Role

Major Accountabilities:

- Lead the development of brand strategy, promotional campaigns, and tactical plans within approved marketing budgets.
- Define product strategy in alignment with local management, regional stakeholders, and

global marketing direction.

- Prepare and contribute to Integrated Brand Team and Launch Team discussions, including key strategic inputs and execution updates.
- Lead market research initiatives, generate actionable customer and market insights, and anticipate market developments.
- Execute, monitor, and analyze agreed tactical plans to ensure effective delivery of brand objectives and growth targets.
- Lead the local and regional cross-functional brand team, including coordination of the Integrated Product Strategy Plan and monitoring of execution progress.
- Develop promotional activities in accordance with internal SOPs, Code of Conduct guidelines, and applicable compliance requirements.
- Monitor and control brand budgets, forecasts, and expenses, and assess marketing mix effectiveness against business outcomes.
- Identify market opportunities and customer needs through structured customer interactions and insight gathering.
- Execute central, regional, and locally initiated marketing activities with consistency and excellence.
- Monitor product performance and external market dynamics using appropriate tools, and recommend corrective actions when required.
- Ensure compliance with applicable policies, procedures, regulatory requirements, and company standards.
- Monitor execution of regional and local tactics to ensure alignment with Novartis strategy and customer needs.
- Identify patient segment needs within the assigned therapeutic area and translate insights into relevant brand implications.
- Report technical complaints, adverse events, and special case scenarios related to Novartis products within 24 hours of receipt.

#### Key Performance Indicators:

- Market share performance and market share growth.
- Achievement of brand objectives, tactical execution milestones, and launch readiness indicators.
- Quality of cross-functional collaboration, stakeholder engagement, and brand team effectiveness.
- Effective management of brand budget, forecast accuracy, and marketing investment impact.
- Full adherence to regulatory, compliance, SOP, and pharmacovigilance reporting requirements.

#### Required Qualifications:

- Bachelor ' s degree in Pharmacy; MBA or equivalent business qualification preferred.
- Minimum 3-5 years of pharmaceutical marketing experience in Thailand, preferably in specialty care or immunology.
- Proven ability to develop and execute brand strategy, tactical plans, and customer engagement initiatives.
- Strong strategic thinking, operational execution, and project management capabilities.

- Strong communication and influencing skills, with proven ability to work cross-functionally in a matrix environment.

Preferred Qualifications:

- Strong understanding of marketing principles, brand planning, and omnichannel customer engagement.
- Comprehensive knowledge of the pharmaceutical industry, healthcare environment, and regulatory requirements.
- Ability to build trusted relationships across functions, levels, and external stakeholders.
- Collaborative team player with strong project management discipline and ownership mindset.
- High resilience, agility, and ability to perform effectively in a dynamic business environment.

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

Thailand

站点

Bangkok

Company / Legal Entity

TH05 (FCRS = TH005) Novartis (Thailand) Limited

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

```
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['Playback', 'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
kPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
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```

```
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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 kaltura_data_layer.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', {  
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console.error(e.message) }
```

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3. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Bangkok/Brand-Manager---Senior-Brand-Manager---ImmunologyREQ-10086039-1>
4. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Bangkok/Brand-Manager---Senior-Brand-Manager---ImmunologyREQ-10086039-1>