

Brand Manager

Job ID
REQ-10086405

9月 02, 2026

Czech Republic

摘要

#LI-Hybrid

Location: Prague, Czech Republic

Relocation Support: This role is based in Prague, Czech Republic. Novartis is unable to offer relocation support: please only apply if accessible.

Ready to shape the future of Neuroscience and bring innovative therapies to patients who need them most?

As a Brand Manager (NS), you will lead the strategic and tactical management of innovative therapies within the Neuroscience portfolio, transforming customer and market insights into sustainable brand growth and meaningful patient impact. Working at the intersection of strategy, launch excellence, and commercial execution, you will drive brand performance, lead cross-functional initiatives, and collaborate closely with Medical, Sales, Market Access, and Regulatory partners. Reporting to the Immunology & Neuroscience Therapeutic Area Head, you will play a key role in shaping the future of Neuroscience in the Czech Republic, delivering successful product launches,

maximizing brand performance, and creating meaningful value for patients, healthcare professionals, and the healthcare system.

About the Role

Key Responsibilities:

- Define and execute the local brand strategy aligned with business priorities, customer needs, and global objectives.
- Develop, implement, monitor, and optimize annual tactical plans to accelerate brand growth and patient impact.
- Lead launch readiness planning and execution to ensure successful introduction of innovative therapies.
- Drive omnichannel customer engagement and promotional activities in compliance with applicable regulations and company policies.
- Monitor brand performance, market dynamics, and competitive activity, implementing actions to maximize opportunities and mitigate risks.
- Own forecasting, budget planning, resource allocation, and financial performance for the assigned brand portfolio.
- Generate actionable customer and market insights to inform strategy, content development, and business decisions.
- Build strong relationships with key opinion leaders, healthcare professionals, and specialized treatment centers.
- Lead cross-functional initiatives in partnership with Medical, Sales, Market Access, Regulatory, and other stakeholders.
- Ensure full compliance with regulatory, quality, safety, and ethical standards while supporting a culture of excellence and accountability.

Essential Requirements:

- University degree in Life Sciences, Pharmacy, Medicine, Business, Marketing, or a related field.
 - Minimum 5 years of experience as a Brand Manager or Product Manager within the pharmaceutical industry.
 - Strong commercial experience with accountability for brand performance, business planning, forecasting, and budget management.
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- Experience leading or supporting innovative product launches and launch readiness activities within the pharmaceutical industry.
- Demonstrated ability to develop and execute successful brand strategies, tactical plans, and growth initiatives.
- Strong analytical capability, business acumen, and experience using data and insights to drive decision-making.
- Experience working effectively in cross-functional and matrix organizations.
- Proficient Czech or Slovak and English language skills, both written and spoken.
- Strong stakeholder management and collaboration skills, with the ability to influence across diverse teams and functions.

Desirable Requirements:

- Experience in Neuroscience, Rare Diseases, Gene Therapy therapeutic area.

Expected Annual Base Salary Range for role: 1,041,187.00 - 1,933,633.00 CZK

The base salary offered is determined based on gender-neutral objectives, such as relevant skills, competencies and experience in accordance with the Novartis pay setting policy and upon joining Novartis will be reviewed periodically.

In addition to your base salary, you may be eligible for a performance-based bonus depending on certain performance parameters.

The rewards of being part of our team go far beyond base pay and incentives. We also offer a variety of competitive benefits in kind to help you thrive personally and professionally, such as insurance plans, retirement plans, wellbeing resources and global recognition programs. In addition, we provide flexible and hybrid working options, where possible, and minimum 14 weeks paid parental leave.

In addition to your base salary, you may be eligible for a performance-based bonus depending on certain performance parameters. Long-term equity awards granted at group level may also be part of your package. Further details will be provided during the application process.

Note: Benefits and compensation may vary by country and are subject to local legal requirements,

including provisions of collective bargaining agreements where applicable. A full overview of your compensation package, including any relevant collective bargaining agreement details applicable to your role based on your employment location and Novartis employer entity, will be communicated separately to you during the application process.

Benefits & Rewards

Monthly pension contribution matching your individual contribution up to 3% of your gross monthly base salary; Risk Life Insurance (full cost covered by Novartis); 5-week holiday per year; (1 week above the Labour Law requirement); 4 paid sick days within one calendar year in case of absence due to sickness without a medical sickness report; Cafeteria employee benefit program - choice of benefits from Benefit Plus Cafeteria in the amount of 17,500 CZK per year; Meal vouchers in amount of 105 CZK for each working day (full tax covered by company); Public transportation allowance; MultiSport Card, Employee Share Purchase Plan. Find out more about Novartis Business Services: <https://www.novartis.cz/>

Commitment to Diversity and Inclusion / EEO paragraph

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

Accessibility and Accommodation:

Novartis is committed to working with and providing reasonable accommodation to all

individuals. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to receive more detailed information about the essential functions of a position, please send an e-mail to di.cz@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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
K č 1,041,187.00 - K č 1,933,633.00

部门
International

Business Unit
Sales

地点
Czech Republic

站点
Prague

Company / Legal Entity
CZ02 (FCRS = CZ002) Novartis s.r.o.

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a98c3a1a6233644740697", 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:
```

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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) }

```

Accessibility and accommodation

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