

Marketing Manager

Job ID
REQ-10087304

9月 07, 2026

United Kingdom

摘要

As a Marketing Manager, you will lead the development and execution of strategic and tactical marketing plans to maximize brand performance, market share, and revenue growth. In this roles you will work on a new medicine. You will play a key role in lifecycle management, customer engagement, market analysis, forecasting, and cross-functional collaboration to ensure sustainable growth of the portfolio. This role requires strong business acumen, strategic thinking, and excellent stakeholder management skills to deliver impactful marketing initiatives aligned with Novartis priorities.

This is a fixed term 12 months contract.

About the Role

Key Responsibilities

Your responsibilities include, but are not limited to:

- Develop and execute integrated brand marketing plans to maximize market share, business performance, and patient impact throughout the product lifecycle.
- Provide timely, high-quality marketing insights from the local market and translate them into effective tactical plans and projects.
- Drive the long-term success of the product portfolio in alignment with strategic business objectives.
- Identify and prioritize target customer segments and establish effective customer engagement strategies.
- Analyze market dynamics, customer needs, competitive positioning, and product performance to optimize brand strategy.
- Generate actionable insights through the assessment of medical, commercial, and customer data.
- Design and implement promotional strategies, multichannel marketing campaigns, and customer engagement initiatives in compliance with company policies and industry regulations.
- Develop and manage annual marketing plans, cycle plans, forecasts, and sales projections to support sustainable growth.
- Lead the successful launch and adoption of new products and indications across the assigned portfolio.
- Organize and execute customer-facing events, educational initiatives, and promotional activities that enhance brand awareness and market penetration.
- Prioritize resources and marketing investments to maximize return on investment and business impact.
- Establish and monitor key performance indicators (KPIs) to track execution excellence and business outcomes.
- Collaborate closely with Customer Engagement, Medical, Sales, Market Access, and other cross-functional teams to ensure a consistent customer experience.
- Support the Head of Marketing with annual budget planning, investment management, and monthly financial forecasting activities.
- Build and maintain strong relationships with internal and external stakeholders to drive alignment and execution excellence.
- Ensure timely reporting of technical complaints, adverse events, and special case scenarios related to Novartis products within 24 hours of receipt.
- Manage the distribution of marketing samples where applicable and in accordance with company policies and local regulations.

What You'll Bring to the Role

Essential Requirements

- Bachelor's degree in Marketing, Business Administration, Life Sciences, Pharmacy, or a related field.
- Significant experience in pharmaceutical, healthcare, biotechnology, or related industries.
- Proven experience in brand management, product marketing, or commercial leadership roles.
- Strong understanding of market analysis, customer segmentation, forecasting, and lifecycle management.
- Demonstrated ability to develop and execute successful marketing strategies and campaigns.

- Strong analytical capabilities with the ability to translate insights into business actions.
- Experience managing budgets and marketing investments.
- Excellent communication, presentation, and stakeholder management skills.
- Ability to influence and collaborate effectively within cross-functional teams.
- Fluent in English.

Desirable Requirements

- Advanced degree (MBA, MSc, PharmD, or equivalent).
- Experience launching new products or managing mature brands within a competitive market.
- Knowledge of omnichannel engagement and digital marketing approaches.
- Experience working in a matrixed multinational organization.

Key Performance Indicators

- Achievement of overall sales and market share objectives.
- Successful execution of strategic and tactical marketing initiatives.
- Budget management and optimization of marketing investments.
- Accuracy and effectiveness of forecasting and business planning.
- Achievement of customer engagement and brand performance targets.
- Development and maintenance of strong stakeholder relationships across the organization.
- Delivery of measurable business impact through marketing programs and initiatives.

Benefits & Rewards

At Novartis, we ' re committed to reimagining medicine together - and rewarding the people who make it happen.

Expected Annual Base Salary Range for role: 66,570.00 - 95,100.00 - 123,630.00 GBP Annual

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.

You may be eligible for a company vehicle or a car allowance in accordance with the applicable local Novartis policies and guidelines.

Pay equity is a fundamental principle of our employment policy and reflects our commitment to create a diverse, equitable and inclusive environment that treats all employees with dignity and respect, as outlined in our Code of Ethics.

Read our brochure to learn more about our global total rewards offering:

<https://www.novartis.com/sites/novartiscom/files/novartis-life-handbook.pdf>

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
Temporary (Fixed Term)

Shift Work
No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a9e875057862285646840", 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 kaltura_dataLayer.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) }
```

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