NOVARTIS

Brand Manager (Imm/Rheum)

Job ID
REQ-10089283

十一月 23, 2026

Netherlands

摘要

Job Description Summary
The Brand Manager is accountable for translating International and Regional Therapeutic Area strategy into locally relevant brand plans and executing them to deliver sustainable growth, market share, and patient impact for assigned brands. The role leverages local insights to optimize the marketing mix across the brand lifecycle and works cross - functionally to ensure effective, compliant execution in line with Novartis values and ethics.

About the Role

Major Accountabilities:

- Full accountability for one or limited number of brands across their lifecycle (launch, growth, maturity).
- Own brand strategy and planning by translating International strategy into a localbrand plan,

including clear objectives, prioritized customers audiences, tailored key messages, omnichannel journeys and executional focus.
- Deliver the International brand strategy at country level, aligned with Regional and Country guidance, leveraging local customer, market, and disease insights to optimize local execution.
- Design and execute integrated brand tactical plans and omnichannel campaigns, ensuring effective deployment and optimization of the marketing mix and monitoring of the impact (enabled as needed by technological solutions such as DRO).
- Define and manage customer segmentation and prioritization in line with International Commercialization Excellence standards and guidance.
- Design and orchestrate ICE - aligned omnichannel customer journeys, ensuring the right messages reach the right customers through the right channels at the right time.Train the sales reps on message and tactics to increase the impact and access of the sales reps to their targeted customers.
- Deliver brand sales, market share, and growth objectives; lead forecasting and demand planning; monitor and manage brand budgets.
- Lead local brand/product launch strategy and tactics execution, lead launch readiness reviews preparation, contribute to LRR sessions (supported by EE customer excellence) and follow up actions.
- Lead and orchestrate the cross-functional brand team (e.g. Sales, Medical, Value & Access), ensuring alignment, accountability, and high-quality execution.
- Monitor brand performance through ICE KPIs and insights, tracking execution quality, customer engagement, and business impact, and translating insights into optimization actions (where applicable, to be aligned with International at Handshake meetings).
- Generate and apply insights from market research, customer interactions, and performance data to refine strategy and tactics.
- Collaborate with Production Hub team to ensure that available global International assets can be reused on the market level (to reduce content duplications), ensure proper measurable tagging and ensure right content is deployed at the right time with expected local approval levels.
- Manage external agencies and partners to deliver high-quality, compliant brand initiatives.
- Set clear direction for brand/disease patients journey strategy, design, support omnichannel activation plans and key messages by target audience to support patients activation in a non-promotional manner (patients activation), design and develop service solutions to support patients during their treatment journey to address non-medical barriers to care (patients services and solutions) design-develop and execute PSP in alignment with International guidance, governance and materials.
- Ensure all brand activities comply with Novartis policies, SOPs, and industry requirements.
- Connect to HCPs and external stakeholders to capture insights and validate assumptions.

Key Performance Indicators:

- Achievement of brand sales, growth, and market share objectives for assigned brands.
- Quality and impact of brand strategy and tactical plan execution (on time, on budget).
- Effectiveness of omnichannel campaigns and marketing mix (ROI, KPI, NPS).
- Achievement of International content reuse targets to drive execution efficiency and ICE consistency.
- Effectiveness of patients activation omnichannel journey, PSP and patients services solutions.
- Accuracy and quality of forecasting, demand planning, and budget management.
- Quality and actionability of customer and market insights generated.

- Effectiveness of cross-functional collaboration and stakeholder alignment.
- Compliance with governance, SOPs, and regulatory requirements.

Ideal Background

Education:

- University degree in life sciences, marketing, business, or a related field.

Languages:

- English
- Country language required

Experience/Professional Requirement:

Relevant Experiences

- Relevant experience in pharmaceutical brand management or marketing roles.
- Strong understanding of pharmaceutical markets, customers, and healthcare systems.
- Demonstrated experience developing and executing brand strategies and tactical plans.
- Omnichannel marketing and campaign execution capability.
- Financial acumen and budget management skills.
- Cross-functional leadership and stakeholder management.
- Ability to manage complexity, ambiguity, and multiple priorities.
- Experience working cross-functionally in a matrix environment.
- Strong strategic and analytical thinking with a data-driven mindset.
- Proven ability to incorporate digital/AI tools as part of daily work.
- High standards of ethics, integrity, and compliance.

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: EUR 54.500 - 113.900

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.

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

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

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.

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
€ 54,500.00 - € 101,300.00

部门
International

Business Unit
General Management

地点
Netherlands

站点
Amsterdam

Company / Legal Entity
NL08 (FCRS = NL008) Novartis Pharma B.V.

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6b04962176f65333867853", 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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