Brand Manager

Job ID
REQ-10093491

十一月 20, 2026

Portugal

摘要

The Associate Brand Manager supports the execution of the brand strategy as defined by the Marketing Manager. The role focuses on operational delivery of marketing plans, ensuring campaigns, digital activation, field alignment and stakeholder coordination are carried out efficiently to drive brand performance and growth.

About the Role

Major Accountabilities

- Coordinate with cross-functional teams (Sales, Omnichannel, Medical, Market Access) to ensure smooth execution of brand initiatives.
- Translate the approved brand strategy and annual plan into concrete tactical activities and ensure they are implemented effectively, focusing on the tactics highlighted as priorities in

One Brand Plan.

- Execute marketing campaigns (traditional and digital), supporting materials production, field roll-out and channel alignment.
- Monitor tactical performance metrics, gather feedback, propose adjustments and report on campaign outcomes.
- Support product launches/indication extensions in collaboration with the Marketing Manager and launch team (e.g., training materials, field toolkit, event logistics).
- Manage vendors, agencies and internal service providers to deliver on time, within budget and aligned with brand guidelines.
- Ensure compliance with company promotional guidelines, regulatory requirements and internal standards in all tactical activities.
- Oversee key brand events, including symposiums and congresses.
- Understanding market dynamics and predicting future trends in order to adapt the strategy.
- Supports the team in developing the OBP by providing field insights, identifying trends, and suggesting innovative marketing initiatives.

Key Performance Indicators (KPIs)

- Timely and high-quality execution of tactical marketing plan milestones (campaign launch, materials roll-out, digital assets).
- Brand support metrics: field adoption (ex: feedback and iCVA usage), materials usage, digital campaign engagement.
- Contribution to growth: incremental volumes, prescription uptake, target segment reach.
- Budget adherence and cost-efficiency of promotional activities.
- Quality of stakeholder feedback (internal teams & field) and vendor/agency performance.
- Compliance metrics: approvals on time, adherence to regulatory and internal standards.

Ideal Background

Education & Qualifications

Bachelor ' s degree in Business, Marketing, Life Sciences, Pharmacy or related field.

Languages

- Local language
- Fluent in English

Experiences and requirements

- 2-4 years of experience in marketing, brand management, product management or related commercial role in pharmaceutical, biotech or healthcare industry.
- Practical experience in executing marketing campaigns, coordinating cross-functional deliverables, working with agencies/vendors.
- Navigate complexity: strong operational/project coordination skills; able to manage tasks, timelines, budgets and resources.
- Good analytical mindset, able to analyze multiple sources of data and reach a "so what" comfortable with monitoring metrics, interpreting results and recommending actions.
- Effective communication and stakeholder interaction skills - able to work with internal teams, agencies and external partners.
- Proactive, solutions-oriented, with ability to adapt to changing priorities and a collaborative mindset.

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部门
International

Business Unit
General Management

地点
Portugal

站点
Sintra

Company / Legal Entity
PT05 (FCRS = PT005) PT Pharma

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6b008c0b61fb3224442608", 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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