

# Brand Manager

Job ID  
REQ-10025948  
Oct 21, 2024  
Ireland

## Summary

Marketing ownership for specific products within the Immunology portfolio.

## About the Role

### Key Responsibilities:

- Understand the disease area ecosystem and shape
- Define local product strategy in the market, aligning with the global approach.
- Prepares content of Integrated Brand Teams and Launch Teams.
- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brand(s).
- Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.
- Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results.
- Identifies area market insights and opportunities via market research & customer interactions.
- Collaborate with Marketing and Medical teams to maximize activities.
- Identify specific needs for each segment of patients and the implications of the disease for each of them within the assigned territory

### Key performance indicators:

- Market share & market share growth
- Performance management and employee relations, feedback, meetings, surveys (i.e. Field Force, Marketing capabilities, Global Marketing, Medical)
- Ensure full compliance on all regulatory requirements

### Essential Requirements:

- Degree in relevant field
- Experience working in a marketing position in Pharma or relevant industry (e.g. FMCG)
- Hybrid working from the Dublin office

### Skills:

- Strategic thinking
- Project Management
- Budget tracking

- Collaborative working

#### Languages :

- English

#### Why Novartis?

Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

#### You'll receive:

Competitive salary, Annual bonus, Pension scheme, Share scheme, Health insurance, 25 days annual leave, Flexible working arrangements, subsidized dining facilities, Employee recognition scheme, learning and development opportunities.

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Division

International

Business Unit

Innovative Medicines

Location

Ireland

Site

Dublin (Country President Office (CPO))

Company / Legal Entity

IE02 (FCRS = IE002) Novartis Ireland Ltd

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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