

Associate Brand Manager, Breast Cancer

Job ID
REQ-10035480
Jan 07, 2025
United Kingdom

Summary

The Associate Brand Manager supports the Breast Cancer Brand Team with the implementation of the strategic marketing plan.

About the Role

Location:

London Office with Hybrid working (12 days per month in the office)

This role is based in London, UK. Novartis is unable to offer relocation or any visa support for this role: please only apply if this location is accessible for you and you have the right to work in the UK.

Key responsibilities:

- Prepare content of Integrated Brand Teams and Launch Teams including omnichannel mix to meet brand/brands sales objectives and customer needs
- Work with cross-functional project teams relating to the delivery of the Breast Cancer therapy area strategy and operational plans across omni-channel platforms.
- Create and manage excellent matrix relationships internally and with external clients/agencies, including, but not limited to medical experts, sales professionals, marketing experts.
- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brand(s)
- Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results.
- Monitor product performance and external environment using appropriate tools and recommending corrective action if required to meet business objectives.
- Build expert knowledge of external regulations in relation to the marketing and promotion of prescription medicines
- Develop skills and competency to become a future brand manager within the company.

Commitment to Diversity & Inclusion: :

We are committed to building an outstanding, inclusive work environment and diverse teams representative of

the patients and communities we serve.

Requirements:

- University degree in Science and /or degree in Business, Marketing or another relevant field.
- Experience in the UK Pharmaceutical industry is essential, ideally in a Marketing role or possibly from Sales, Medical or other relevant function.
- Demonstrated experience in the use of digital/social media tools and platforms in the Pharmaceutical industry
- UK/NHS experience is essential
- Strong analytical skills.
- Results oriented, self-organised and self-starter, proven track record of results
- Collaborative with a teamwork approach

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.

Join our Novartis Network:

If this role is not suitable to your experience or career goals but you wish to stay connected to learn more about Novartis and our career opportunities, join the Novartis Network here:

<https://talentnetwork.novartis.com/network>

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>

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up:

<https://talentnetwork.novartis.com/network>

Benefits and Rewards: Read our handbook to learn about all the ways we’ll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

Division

International

Business Unit

Innovative Medicines

Location

United Kingdom

Site
London (The Westworks)
Company / Legal Entity
GB16 (FCRS = GB016) Novartis Pharmaceuticals UK Ltd.
Functional Area
Marketing
Job Type
Full time
Employment Type
Regular
Shift Work
No
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