

Brand Manager

Job ID
REQ-10056615
Jul 01, 2025
Saudi Arabia

Summary

Local Brand Managers OR global / regional / local sub-function specialists within a specific marketing sub-function. -Define product strategy in agreement with local management and global marketing department and implement supporting tactical plans/projects.

Development, implementation, and accountability for operational plans which optimize profitability, market share and revenue growth for a brand in the short- and long-term outlook.

About the Role

Major Accountabilities:

Brand Strategy:

Develop and implement a comprehensive brand strategy that aligns with the overall marketing objectives and support the growth of oncology therapy area " Breast Cancer ".

Product Launch:

Plan and execute new launches for new indications, products in the field of oncology. this includes development of marketing materials, coordination with cross functional teams and ensuring successful market entry.

Marketing Campaigns:

Develop and oversees the implementation of marketing campaigns targeting HCP's and other relevant stakeholders. This includes omnichannel engagements and educational programs.

KOL Engagement:

Identify and collaborate with Key Opinion Leaders in the field of oncology to enhance brand awareness and establish the leadership position. This includes building and maintain strong business relationship with KOL's to drive advocacy and long-term partnerships.

Budget Management:

Develop and manage the marketing budgets for oncology product assigned, ensuring optimal allocation of resources and tracking performance against key metrics.

Market Research and Analysis:

Conduct market research to identify customer needs, market trends and competitive landscape in the breast cancer oncology field. This includes monitoring market dynamics and clinical evidence updates and guidelines.

Other Responsibilities:

Monitor business performance and external environment via appropriate tools to deliver corrective action as required to meet business objectives.

- Liaison with external agencies to deliver initiatives for brand.
- Accurate management of budgets for brand.
- Creates and delivers operational plans of brand to optimize return for Novartis.
- Delivery of sales targets
- Full accountability for brand and delivery of all programs related to it.
- Understanding and use of marketing principles and C4/MPH process to deliver to customer needs.
- Breast Cancer and Oncology Disease area market understanding to develop customer insights through appropriate techniques/tools.
- Support and Build team to achieve team goals.
- Management of external agencies to meet team goals.

Key performance indicators/ Measures of success:

- Full financial accountability of Advertising and Promotion budgets for assigned Product.
- Full understanding of oncology disease area and use of key market research approaches and giving recommendations and acting on results that create positive business outcome.
- Deliver 90% of operational plan, on time and to a high standard.
- Manage all components of a key brand or components of a priority brand.
- Build and develop strategic forecasting from a robust patient model.
- Launch a line extension, new campaign, commercial program and other related aspects of pre and post launch product activation.

Job Dimensions

Number of employees: 0

Financial responsibility: Contributes to overall sales target & budget responsibility for projects

Impact on the organization: Medium - High

Ideal Background

Education:

- University degree Pharmacist and/equivalent in Science, Marketing and Business qualification.

Experience:

- 2-3 Years of brand management/Marketing experience.

- Experience in new Launches, Commercial excellence, and Cross Functional Execution Excellence.
- Breast Cancer/ Oncology experience is preferred.
- New Launch experience is a plus.

Languages: Fluent in English (Oral & written)

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Division

International

Business Unit

Innovative Medicines

Location

Saudi Arabia

Site

Riyadh

Company / Legal Entity

SA01 (FCRS = SA001) Novartis Saudi Arabia Ltd

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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