

Marketing Associate Oncology

Job ID
REQ-10079670
Июн. 02, 2026
Аргентина

Сводка

The Marketing Associate supports the execution of brand strategies, ensuring high-quality implementation of omnichannel campaigns, materials, and customer engagement initiatives. The role translates strategic direction into actionable plans, contributing to campaign development, ICE project execution, and performance tracking through data analysis.

About the Role

Main responsibilities:

- **Drive impactful omnichannel campaigns** by designing and executing data-driven initiatives aligned with territory strategy. Leverage digital platforms and AI to continuously optimize performance.
- **Translate strategy into flawless execution** by partnering closely with the field force to bring brand plans to life.
- **Lead key projects (e.g., ICE)** with accountability for delivery, follow-up, and measurable outcomes.
- **Turn insights into action** by capturing field feedback and transforming it into strategies that strengthen brand performance.
- **Enable smarter decisions** through ongoing analysis of market and business data—identifying opportunities, mitigating risks, and improving campaign effectiveness.
- **Champion cross-functional collaboration** by working seamlessly with Medical, Access, and global stakeholders to deliver integrated customer experiences.
- **Uphold excellence and integrity** by ensuring all initiatives meet the highest standards of compliance and ethics.

What You Bring

Experience

- Bachelor's degree in Marketing, Business, Communications, Life Sciences, or related field
- 2+ years of experience in marketing, medical, or commercial roles (oncology—especially breast cancer—preferred)
- Proven experience delivering omnichannel campaigns end-to-end, including agency collaboration and multichannel execution
- Strong track record partnering with field teams to execute and optimize plans
- Fluent in Spanish and English, with strong communication skills

Capabilities

- Execution excellence & project management
- Strategic thinking grounded in data and insights
- Influence and collaboration across functions
- Analytical, problem-solving mindset
- Digital and AI fluency to enhance marketing performance

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 \(PDF 30 MB\)](#)

Дивизион
International
Business Unit
Marketing
Место
Аргентина
Сайт
Ramallo (Argentina)
Company / Legal Entity
AR01 (FCRS = AR001) Novartis Argentina S.A.
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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