

Brand Manager

Job ID
REQ-10087893
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Казахстан

Сводка

The Brand Manager in Eurasia (Hematology) is accountable for translating International and Regional frameworks into local execution to deliver patient impact for assigned brands. The role leverages local insights to optimize the marketing mix across the brand lifecycle and works cross-functionally to ensure effective, compliant execution in line with Novartis values and ethics.

About the Role

Major Accountabilities:

- Full accountability for the local brand plans and tactics. Support achievement of objectives for assigned brands. Contribute to the development of the Brand risk management plan (if necessary).
- Translate and localize International and Regional frameworks to local brand tactics, including clear objectives, prioritized stakeholder audiences, tailored key messages, omnichannel journeys and executional focus.
- Execute local brand tactical plans and omnichannel campaigns, ensuring effective deployment and optimization of the marketing mix and monitoring of the impact (enabled as needed by technological solutions such as DRO).
- Define and manage external stakeholder segmentation and prioritization in line with International standards and guidance.
- Support omnichannel external stakeholder journeys, ensuring the right messages reach the right stakeholders through the right channels at the right time. Train the TA reps on message and tactics to increase the impact.
- Support forecasting of brand performance and estimates of cost to deliver priorities.
- Lead local brand team and brand/product tactics execution, provide inputs to launch readiness reviews, contribute to LRR sessions (supported by EE) and follow up actions.
- Support the cross-functional brand team (e.g. TA, Medical, Value & Access), ensuring alignment, accountability, and high-quality execution.
- Monitor brand performance through KPIs and insights, tracking execution quality, external stakeholder engagement, and business impact, and translating insights into optimization actions.
- Manage budget assigned to Brands and/or product portfolio, manage tactical programs, and review/adjust resources in ongoing projects in collaboration with HQ (where relevant).
- Generate and apply insights from market research, external stakeholder interactions, and performance data to refine local brand tactics.
- Oversee the development and introduction of brand materials intended for promotional campaigns in line with global guidance, including various digital and omnichannel communication solutions via different communication channels.
- Support omnichannel activation plans and key messages by audience to support patients activation in a non-promotional manner (patients activation), facilitate solutions to support patients during their treatment journey to address non-medical barriers to care (patients services and solutions) execute PSP in alignment with International guidance, governance and materials.
- Regularly conduct on-site visits to external stakeholders, including country medical experts. Capture insights and validate assumptions, continuously enhance market awareness (competitors, key medical experts, external stakeholders potential, etc.) to support TA representatives in appropriate and efficient integration of promotion plans and brand tactics. Report back to HQ as required.
- Maintain a database of KOLs and experts in the therapeutic area, record monthly plans and all visits to external stakeholders.
- Maintain partnerships with agencies and external partners, in connection with ongoing marketing and promotional activities, in line with approved Novartis standards and procedures. Provide inputs related to the third-party service providers in relation to specific projects, promotional activities, events, materials (selection, performance).
- Build P2P scientific meeting concepts, manage congresses, manage key external stakeholders (KOL, associations).
- Operate fully in line with HQ guidance, Novartis policies, ethical standards, and local regulatory requirements, adhere to applicable legislation, SOPs, adverse event reporting requirements, and other relevant compliance obligations.

Key Performance Indicators:

- Achievement of performance objectives for assigned brands.
- Quality and impact of brand tactical plan execution.
- Effectiveness of omnichannel campaigns and marketing mix.
- Achievement of International content reuse targets to drive execution efficiency and consistency.
- Effectiveness of patient activation omnichannel journey, PSP and patients services solutions.
- Quality and actionability of stakeholders and market insights generated.
- Effectiveness of cross-functional collaboration and stakeholder alignment.
- Compliance with governance, SOPs, and regulatory requirements.

Education:

- University degree in **life sciences, marketing, business, or a related field**

Languages:

- English
- Country language required

Experience/Professional Requirement:**Relevant Experiences**

- Relevant experience in pharmaceutical brand management roles.
- Strong understanding of pharmaceutical markets, stakeholders, and healthcare systems.
- Demonstrated experience developing and executing brand tactical plans.
- Competitive mindset, leveraging analytics and differentiation tactics.
- Omnichannel marketing and campaign execution capability.
- Cross-functional leadership and stakeholder management.
- Ability to manage complexity, ambiguity, and multiple priorities.
- Experience working cross-functionally in a matrix environment.
- Strong strategic and analytical thinking with a data-driven mindset.
- Proven ability to incorporate digital/AI tools as part of daily work.
- High standards of ethics, integrity, and compliance.

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<https://www.novartis.com/about/strategy/people-and-culture>

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Дивизион

International

Business Unit

Marketing

Место

Казахстан

Сайт

Kazakhstan

Company / Legal Entity

KZ03 (FCRS = KZ003) Novartis Kazakhstan LLP

Functional Area

Маркетинг

Job Type

Full time

Employment Type

Regular

Shift Work

No

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