NOVARTIS

Product Manager

Job ID
REQ-10086721
Ноя. 09, 2026
Филиппины

Сводка

Marketing Manager
Location: Makati, Philippines

This role is based in Philippines. Novartis is unable to offer relocation support: please only apply if accessible.

#LI-Hybrid

We are looking for a strategic and commercially minded Brand Manager to shape product strategy and translate it into impactful marketing plans. Working closely with local leadership, global and regional partners, and cross-functional teams, you will drive brand growth, strengthen customer engagement, and support successful product launches.

About the Role

Major Accountabilities:

- Define the product and brand strategy in partnership with local management and global marketing teams, translating it into effective tactical plans and projects.
- Execute, monitor, and analyse agreed tactical plans to drive sustainable brand growth.
- Lead the development of promotional activities in line with internal procedures and Code of Conduct requirements.
- Manage brand budgets, forecasts, and expenses, and evaluate the marketing mix for cost-effectiveness and impact.
- Generate market and customer insights through stakeholder interactions and identify new growth opportunities.
- Monitor product performance and the external environment, taking timely corrective action to achieve business objectives.
- Partner with Marketing and Medical teams to maximise impact, including identifying relevant centers, key opinion leaders, and other external experts by disease area.
- Identify the needs of different patient segments and assess the implications of the disease within the assigned market or territory.

Requirements:

- Minimum 3 years experience in pharmaceutical or healthcare industry
- Proven marketing experience and track record in brand growth
- Strong strategic thinking, analytical, project management, and budget-management capabilities.
- Ability to turn customer and market insights into clear, actionable plans.
- Excellent cross-functional collaboration and stakeholder-management skills.
- A proactive, results-oriented mindset

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
Филиппины
Сайт
Makati City
Company / Legal Entity
PH03 (FCRS = PH003) Novartis Healthcare Philippines, Inc
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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