NOVARTIS

Brand Manager

Job ID
REQ-10090945
Окт. 29, 2026
Сингапур

Сводка

Do you want to shape how a brand grows, from strategy to launch to real impact for patients? Join Novartis as a Brand Manager and take ownership of brand strategy and execution. Working closely with local leadership, regional and global marketing, and Medical, you'll turn customer insights into plans that drive growth and make a difference in patients' lives.

#LI-Hybrid

About the Role

Major Accountabilities:

- Define brand strategy with local management and global marketing, and turn it into clear tactical plans
- Lead Integrated Brand Team and Launch Team content, and drive excellent execution
- Develop compliant, high-impact promotional and omnichannel campaigns
- Own brand budgets, forecasts and marketing mix to maximise return on investment
- Gather market and customer insights to spot new growth opportunities
- Track brand performance and the external environment, and act quickly to stay on course
- Work with Medical to engage key centers and opinion leaders and understand the needs of each patient segment

Requirements

- A university degree in life sciences, marketing, business or a related field
- At least 2 years of brand management or marketing experience in the pharmaceutical industry
- A strong understanding of pharma markets, customers and healthcare systems
- A proven track record of building and delivering brand strategies and plans
- Strong financial skills and experience managing budgets
- Confidence leading across functions and managing stakeholders in a matrix organisation
- A strategic, analytical and data-driven mindset
- Experience using digital and AI tools in your day-to-day work

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
Сингапур
Сайт
Mapletree Business City (MBC)
Company / Legal Entity
SG04 (FCRS = SG004) Novartis Singapore Pte Ltd
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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