NOVARTIS

Sr. Brand Manager/Brand Manager, Immunology

Job ID
REQ-10092284
Ноя. 10, 2026
Саудовская Аравия

Сводка

Brand Manager
Location : Riyadh
#LI-Hybrid

As a Brand Manager, you will play a critical role in shaping and driving the success of our brands, from strategy to execution. This role offers a unique opportunity to lead the end-to-end launch of new products, translating regional and global strategy into locally impactful brand plans that improve patient outcomes and drive sustainable growth.

This is a highly visible role for a strategic, agile marketer who thrives in a fast-paced environment and is passionate about bringing innovation to market, building strong brands, and making a meaningful impact for patients.

About the Role

Major Accountabilities:

- Prepares content of Integrated Brand Teams and Launch Teams.
- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brand(s).
- Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.
- Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results.
- Identifies area market insights and opportunity via customer interactions.
- Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives.
- Collaborate with Marketing and Medical teams to maximize activities: -Scout centres, KOLs and OLs by disease within assigned territory.
- Identify specific needs for each segment of patients and the implications of the disease for each of them within assigned territory.

Requirements:

- Minimum 2 years brand management experience with pharmaceutical industry. Previous Sales management / Market access experience is desirable
- Demonstrated success in launching product.
- Experience in Immunology Disease area preferred,
- Local market experience preferred
- Fluent in English and Arabic language

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
Sales
Место
Саудовская Аравия
Сайт
Riyadh
Company / Legal Entity
SA01 (FCRS = SA001) Novartis Saudi Arabia Ltd
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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