

Senior Marketing Manager

Job ID
REQ-10077891
май 13, 2026
Филиппины

Сводка

Senior 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

About the Role:

Step into a role where strategy drives real patient impact. As Senior Marketing Manager, you will localize and execute Therapeutic Area strategy, lead omnichannel engagement, and define the go-to-market model. You will align cross-functional teams to deliver the One Brand Plan, owning the full brand lifecycle from pre- to post-launch while driving sustainable growth and business impact.

About the Role

Key responsibilities:

- Localize and execute Therapeutic Area brand strategy aligned with global direction to drive growth and patient impact.
- Design and deliver omnichannel campaigns and customer journeys using segmentation, insights, and global content reuse.
- Define go-to-market model, customer segmentation, and marketing mix to optimize reach, relevance, and investment impact.
- Translate strategy into tactical plans, lead forecasting, and drive performance reviews and launch readiness.
- Lead execution of marketing programs including digital campaigns, content deployment, and healthcare professional engagement initiatives.
- Build strong cross-functional alignment across Medical, Sales, and Value & Access to deliver business results.
- Drive a high-performance culture through leadership, coaching, and continuous capability building within the brand team.

Requirements:

- Bachelor's degree in Science, Business, Marketing, or a related field.
- Proven marketing experience in oncology portfolios within the pharmaceutical or healthcare industry; sales experience is an advantage.
- Demonstrated success in product launches across the brand lifecycle.
- Strong analytical and strategic thinking skills, with the ability to innovate and challenge conventional approaches.
- Excellent communication and negotiation skills with the ability to influence cross-functional stakeholders.
- Strong project management capabilities, with experience driving complex initiatives from planning through execution.
- Experience in healthcare system strengthening is an advantage.

Commitment to Diversity and Inclusion

Novartis is committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

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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