

Brand Manager, Oncology - Gulf Cluster

Job ID
REQ-10078459
май 22, 2026
Объединенные Арабские эмираты

Сводка

Brand Manager, Oncology Therapy Area – Gulf Cluster
Location: Dubai

#LI-Hybrid

About the Role:

We are seeking a Brand Manager to lead the Oncology Therapy Area across the Gulf Cluster. In this role, you will shape brand strategy, translate insights into impactful marketing plans, and partner cross-functionally to deliver strong launches, sustainable growth, and meaningful customer engagement. The ideal candidate brings oncology expertise, strong commercial judgment, and the ability to turn strategy into execution in a complex, fast-paced environment.

If you are excited by the opportunity to shape oncology brand strategy across the Gulf Cluster and work in a collaborative, high-impact environment, we encourage you to apply.

About the Role

Major accountabilities:

- Develop and execute the brand strategy, marketing plan, and promotional mix to achieve business objectives and address customer needs.
- Monitor business performance, market dynamics, and the competitive landscape, and recommend corrective actions to optimize results.
- Generate customer and market insights using appropriate tools and translate findings into clear strategic priorities and tactical plans.
- Lead operational planning across the brand life cycle to maximize impact, support launches, and optimize return on investment.
- Manage the brand budget accurately and ensure disciplined allocation of resources.
- Partner effectively with cross-functional teams and external agencies to deliver high-quality initiatives on time and in line with objectives.
- Build strong external engagement and support relationship development with key stakeholders, including relevant healthcare experts and partners.
- Apply sound marketing principles and established internal processes to deliver compliant, customer-focused execution

Requirements:

- Experience in Oncology with; experience in breast cancer is preferred.
- Brand management experience in Gulf markets is preferred.
- Demonstrated track record of strong commercial performance, including experience supporting or leading new product launches.
- Strong customer focus with proven ability to build credible external relationships and work effectively across functions and influence diverse stakeholders
- Excellent analytical, presentation, and communication skills.
- Ability to convert strategy into practical, high-quality execution.
- Strong problem-solving skills, with the ability to evaluate complex issues using both qualitative and quantitative analysis.
- Curious, creative, and up to date with current marketing trends and best practices

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>

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Дивизион
International
Business Unit
Marketing
Место
Объединенные Арабские эмираты
Сайт
Dubai
Company / Legal Entity
AE01 (FCRS = AE001) Novartis Middle East FZE (Representative Office)
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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