

Brand Manager

Job ID
REQ-10085329
авг 31, 2026
Тайвань

Сводка

Brand Manager
Location : Taipei

#LI-Hybrid

Ready to turn bold strategy into meaningful impact for patients? Join Novartis as a Brand Manager and take ownership of locally relevant brand strategies that drive sustainable growth, strengthen market performance, and improve patient outcomes. You will combine customer and market insights, data, and omnichannel excellence to shape impactful plans across the brand lifecycle.

About the Role

Major Accountabilities:

- Own the end-to-end strategy and performance of one or a select portfolio of brands across launch, growth, and maturity.
- Translate International and Regional direction into focused local brand plans with clear objectives, priority audiences, tailored messages, and omnichannel journeys.
- Design and execute integrated campaigns that optimize the marketing mix and strengthen customer engagement.
- Deliver sales, market share, and growth objectives while managing forecasts, demand plans, and brand budgets.
- Lead the cross-functional brand team, partnering with Sales, Medical, Value & Access, and other stakeholders to ensure aligned, high-quality execution.
- Use market research, customer insights, performance data, and key metrics to continuously refine strategy and tactics.
- Shape customer segmentation, patient journeys, activation initiatives, services, and solutions in line with relevant standards and governance.
- Work with global content teams, agencies, healthcare professionals, and external partners to deliver effective, locally approved initiatives.

Requirements:

- Relevant experience in pharmaceutical brand management or marketing. Oncology/ Hematology experience added advantage
- Strong knowledge of pharmaceutical markets, customers, and healthcare systems.
- A proven track record of developing and executing brand strategies, tactical plans, and omnichannel campaigns.
- Strategic and analytical thinking, with the ability to turn data and insights into action.
- Strong financial acumen, including forecasting and budget management.
- Effective cross-functional leadership and stakeholder management in a matrix environment.
- The agility to manage complexity, ambiguity, and competing priorities.
- Confidence using digital and AI-enabled tools in day-to-day work.
- English and Mandarin required.

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
Тайвань
Сайт
Taipei
Company / Legal Entity
TW03 (FCRS = TW003) Novartis (Taiwan) Co. Ltd
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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