NOVARTIS

Senior Brand Manager - Immunology

Job ID
REQ-10086039
Окт. 14, 2026
Таиланд

Сводка

Senior Brand Manager – Immunology is responsible for defining and executing local brand strategy in alignment with local leadership, regional direction, and global marketing objectives.

This role leads cross-functional planning, customer insight generation, tactical execution, and performance monitoring to drive sustainable brand growth while ensuring full compliance with internal policies, SOPs, and external regulations.

About the Role

Major Accountabilities:

- Lead the development of brand strategy, promotional campaigns, and tactical plans within approved marketing budgets.
- Define product strategy in alignment with local management, regional stakeholders, and global marketing direction.
- Prepare and contribute to Integrated Brand Team and Launch Team discussions, including key strategic inputs and execution updates.
- Lead market research initiatives, generate actionable customer and market insights, and anticipate market developments.
- Execute, monitor, and analyze agreed tactical plans to ensure effective delivery of brand objectives and growth targets.
- Lead the local and regional cross-functional brand team, including coordination of the Integrated Product Strategy Plan and monitoring of execution progress.
- Develop promotional activities in accordance with internal SOPs, Code of Conduct guidelines, and applicable compliance requirements.
- Monitor and control brand budgets, forecasts, and expenses, and assess marketing mix effectiveness against business outcomes.
- Identify market opportunities and customer needs through structured customer interactions and insight gathering.
- Execute central, regional, and locally initiated marketing activities with consistency and excellence.
- Monitor product performance and external market dynamics using appropriate tools, and recommend corrective actions when required.
- Ensure compliance with applicable policies, procedures, regulatory requirements, and company standards.
- Monitor execution of regional and local tactics to ensure alignment with Novartis strategy and customer needs.
- Identify patient segment needs within the assigned therapeutic area and translate insights into relevant brand implications.
- Report technical complaints, adverse events, and special case scenarios related to Novartis products within 24 hours of receipt.

Key Performance Indicators:

- Market share performance and market share growth.
- Achievement of brand objectives, tactical execution milestones, and launch readiness indicators.
- Quality of cross-functional collaboration, stakeholder engagement, and brand team effectiveness.
- Effective management of brand budget, forecast accuracy, and marketing investment impact.
- Full adherence to regulatory, compliance, SOP, and pharmacovigilance reporting requirements.

Required Qualifications:

- Bachelor’s degree in Pharmacy; MBA or equivalent business qualification preferred.
- Minimum 3–5 years of pharmaceutical marketing experience in Thailand, preferably in specialty care or immunology.
- Proven ability to develop and execute brand strategy, tactical plans, and customer engagement initiatives.
- Strong strategic thinking, operational execution, and project management capabilities.
- Strong communication and influencing skills, with proven ability to work cross-functionally in a matrix environment.

Preferred Qualifications:

- Strong understanding of marketing principles, brand planning, and omnichannel customer engagement.
- Comprehensive knowledge of the pharmaceutical industry, healthcare environment, and regulatory requirements.
- Ability to build trusted relationships across functions, levels, and external stakeholders.
- Collaborative team player with strong project management discipline and ownership mindset.
- High resilience, agility, and ability to perform effectively in a dynamic business environment.

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
Таиланд
Сайт
Bangkok

Company / Legal Entity
TH05 (FCRS = TH005) Novartis (Thailand) Limited
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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