

## Sr.Brand Manager / Brand Manager

Job ID  
REQ-10075867  
апр 15, 2026  
Саудовская Аравия

### Сводка

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

#### 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  
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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