

# Senior Brand Manager

Job ID

REQ-10079706

May 29, 2026

LOC\_TH

## 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.
- Executes central marketing activities as well as regional initiated marketing activities.
- 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.
- Identify specific needs for each segment of patients and the implications of the disease for each of them within assigned territory.
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt.

Minimum Requirements:

Work Experience:

- Cross Cultural Experience
- Project Management
- Operations Management and Execution

Skills:

- Agility
- Commercial Excellence
- Cross-Functional Collaboration
- Customer Orientation
- Digital Marketing
- Healthcare Sector Understanding
- Influencing Skills
- Marketing Strategy
- Negotiation Skills
- Operational Excellence
- Product Lifecycle Management (PLM)
- Product Marketing
- Product Strategy
- Stakeholder Engagement
- Stakeholder Management
- Strategic Partnerships

Languages:

- English

## Role Requirements

**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 \(PDF 30 MB\)](#)

Division

DIV\_IM

Business Unit

Marketing

Location

LOC\_TH

Site

Bangkok

Company / Legal Entity

TH05 (FCRS = TH005) Novartis (Thailand) Limited

Functional Area

FCT\_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

[Apply to Job](#)

Job ID

REQ-10079706

## Senior Brand Manager

[Apply to Job](#)

---

**Source URL:** <https://jobapi.novartis.com/req-10079706-senior-brand-manager>

### List of links present in page

1. <https://jobapi.novartis.com/req-10079706-senior-brand-manager>
2. <https://www.novartis.com/about/strategy/people-and-culture>
3. [https://www.novartis.com/sites/novartis\\_com/files/novartis-life-handbook.pdf](https://www.novartis.com/sites/novartis_com/files/novartis-life-handbook.pdf)
4. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Bangkok/Senior-Brand-Manager\\_REQ-10079706](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Bangkok/Senior-Brand-Manager_REQ-10079706)
5. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Bangkok/Senior-Brand-Manager\\_REQ-10079706](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Bangkok/Senior-Brand-Manager_REQ-10079706)