

Associate Brand Manager

Job ID

REQ-10083163

Jul 21, 2026

LOC_IL

About the Role

Key Responsibilities:

- Develop and execute strategic and tactical brand plans aligned with global, regional, and local priorities.
- Lead the execution, monitoring, and optimization of marketing initiatives and omnichannel campaigns to achieve brand objectives.
- Analyze market trends, customer insights, competitive activity, and business performance to identify growth opportunities and recommend corrective actions when needed.
- Drive brand performance, including sales forecasts, demand planning, budget management, and tracking of key performance indicators.
- Collaborate closely with Sales, Medical, Market Access, Regulatory, and other internal stakeholders to ensure aligned execution of brand plans.
- Lead the development and deployment of promotional materials and customer engagement activities in accordance with internal SOPs and compliance requirements.
- Build and maintain relationships with key healthcare professionals, opinion leaders, and relevant stakeholders to gather insights and support brand objectives.
- Support launch excellence activities and contribute to launch readiness planning when applicable.
- Partner with global and regional teams to localize and implement approved strategies, campaigns, and materials.
- Ensure all activities are conducted in full compliance with company policies, industry regulations, and ethical standards.

Essential Requirements:

- Minimum of 2 to 3 years of experience as Brand Manager or Product Specialist, alternatively: roles in Market Access
- Experience in pharmaceutical industry is mandatory
- Education: Science degree; MBA is as advantage
- Proficient Hebrew and English, both written and spoken
- Strong understanding of the pharmaceutical market, customer engagement models, and healthcare environment.
- Experience in strategic planning, project management, and cross-functional collaboration.
- Strong analytical skills with the ability to translate insights into actionable business plans.
- Data oriented
- Digital savvy

Desirable Requirements:

- Cardiology and CRM therapeutic area knowledge

About Novartis Israel:

Novartis is a leading pharmaceutical company renowned for its innovation. In Israel, we pioneered the introduction of advanced cell and gene therapies. Our commitment to research and development spans a wide range of therapeutic areas, including oncology, chronic conditions, and rare diseases. We take pride in being a proactive partner, contributing to the advancement of healthcare solutions.

As a global pharmaceutical leader headquartered in Switzerland, Novartis is among the largest pharmaceutical companies in Israel. Our mission is to lead in delivering innovative medicines to patients across the country. We are dedicated to

fostering a dynamic work environment that promotes personal development and professional growth.

Commitment To Diversity & Inclusion:

We are committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

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_IL

Site

Israel

Company / Legal Entity

IL04 (FCRS = IL004) Novartis Israel

Functional Area

FCT_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

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