

Brand Manager

Job ID

REQ-10085329

Aug 31, 2026

LOC_TW

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.

Role Requirements

Division

DIV_IM

Business Unit

Marketing

Location

LOC_TW

Site

Taipei

Company / Legal Entity

TW03 (FCRS = TW003) Novartis (Taiwan) Co. Ltd

Functional Area

FCT_MM

Job Type

Full time
Employment Type
Regular
Shift Work
No
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