NOVARTIS

Manager, Marketing Services - Contract Manufacturing Services

Job ID
REQ-10088263
Sep 22, 2026
LOC_IE

About the Role

Major Accountabilities

- Execute and implement B2B marketing strategies aligned with business growth, brand positioning, and lead generation objectives.
- Develop and manage marketing content by collaborating with subject matter experts (SMEs), internal stakeholders, and external agencies.
- Oversee content review and approval workflows, ensuring compliance with internal governance and agency requirements.
- Plan, execute, and track go-to-market (GTM) campaigns, including email outreach programs and targeted customer engagement initiatives.
- Coordinate conference and event marketing activities, including sponsorships, speaking opportunities, content submissions, and deadline management.
- Manage third-party marketing agencies, including reviewing content, approving media placements, and ensuring campaign effectiveness.
- Own the content calendar and marketing asset management process, ensuring timely delivery and alignment with branding and campaign priorities.
- Monitor marketing performance, conference outcomes, and budget utilization, providing insights and recommendations for optimization.

Minimum Requirements

- Bachelor's degree in Marketing, Communications, Business Administration, or a related discipline.
- 5 years of experience in B2B marketing, preferably within pharmaceutical, biotech, healthcare, or life sciences industries.
- Strong understanding of brand management, content marketing, and digital marketing strategies.
- Experience developing and managing marketing campaigns, content programs, and customer engagement initiatives.
- Proficiency with marketing automation platforms, CRM systems, and marketing analytics/reporting tools.
- Demonstrated ability to work effectively with cross-functional teams, including business development, technical, communications, and commercial stakeholders.
- Excellent communication, presentation, stakeholder management, and interpersonal skills.
- Experience in CDMO, contract manufacturing, or related healthcare/pharmaceutical marketing environments is highly preferred.

At Novartis, we’re committed to reimagining medicine together - and rewarding the people who make it happen.

Expected Annual Base Salary Range for role: €57,120- €106,080

The base salary offered is determined based on gender-neutral objectives, such as relevant skills, competencies and

experience in accordance with the Novartis pay setting policy and upon joining Novartis will be reviewed periodically.

In addition to your base salary, you may be eligible for a performance-based bonus depending on certain performance parameters.

The rewards of being part of our team go far beyond base pay and incentives. We also offer a variety of competitive benefits in kind to help you thrive personally and professionally, such as insurance plans, retirement plans, wellbeing resources and global recognition programs. In addition, we provide flexible and hybrid working options, where possible, and minimum 14 weeks paid parental leave.

You may be eligible for a company vehicle or a car allowance in accordance with the applicable local Novartis policies and guidelines.

Pay equity is a fundamental principle of our employment policy and reflects our commitment to create a diverse, equitable and inclusive environment that treats all employees with dignity and respect, as outlined in our Code of Ethics.

Read our brochure to learn more about our global total rewards offering:

https://www.novartis.com/sites/novartis_com/files/novartis-life-handbook.pdf

Note: Benefits and compensation may vary by country and are subject to local legal requirements, including provisions of collective bargaining agreements where applicable. A full overview of your compensation package, including any relevant collective bargaining agreement details applicable to your role based on your employment location and Novartis employer entity, will be communicated separately to you during the application process.

Commitment to Diversity and Inclusion / EEO paragraph

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

Role Requirements

Primary location salary range
€57,120.00 - €106,080.00
Division
DIV_TO
Business Unit
Production / Manufacturing
Location
LOC_IE
Site
Dublin (NOCC)
Company / Legal Entity
IE02 (FCRS = IE002) Novartis Ireland Ltd
Functional Area
FCT_MM

Job Type
Full time
Employment Type
Regular
Shift Work
No
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