NOVARTIS

Brand Manager I Neurology

Job ID
REQ-10085505
Sep 29, 2026
LOC_PL

About the Role

Key Responsibilities

- Own and execute the hematology brand strategy, adapting global priorities into impactful local initiatives.
- Design and deliver omnichannel campaigns that enhance customer engagement and brand performance.
- Analyze market trends, customer insights, and performance data to optimize strategic decisions.
- Collaborate closely with Sales, Medical, and Value & Access teams to achieve brand objectives.
- Drive accurate forecasting, demand planning, and effective budget management.
- Develop customer segmentation strategies and tailored messaging to maximize commercial impact.
- Ensure all brand activities comply with Novartis policies and applicable industry regulations.

Essential Requirements

- University degree in life sciences, marketing, business, or a related field.
- Proven experience in pharmaceutical brand management, product marketing, or related commercial roles.
- Strong understanding of healthcare systems, customer needs, and pharmaceutical market dynamics.
- Experience supporting or managing drug reimbursement and treatment access programs.
- Experience in rare diseases; experience in neurology is highly valued.
- Demonstrated success in developing and executing data-driven brand strategies and campaigns.
- Experience working effectively in cross-functional, matrix organizations with diverse stakeholders.
- Strong analytical, strategic thinking, forecasting, and budget management capabilities.
- Experience creating communications and engagement initiatives for both healthcare professionals and patients.
- Excellent English communication skills, with the ability to influence and collaborate across functions.
- Outstanding presentation skills and confidence delivering impactful messages to varied audiences.

Desirable Requirements

- Experience working within an innovative pharmaceutical company environment.
- Knowledge of launch excellence principles and experience supporting product launches.

Rewards

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

Expected Annual Base Salary Range for role:

- Poland: PLN 174,500 – 324,100

The 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.

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 will 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
zł174,500.00 - zł324,100.00
Division
DIV_IM
Business Unit
General Management
Location
LOC_PL
Site
Warsaw
Company / Legal Entity
PL03 (FCRS = PL003) Novartis Poland Sp. z o.o.
Functional Area
FCT_MM
Job Type
Full time
Employment Type
Temporary (Fixed Term)
Shift Work
No
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