NOVARTIS

Brand Manager | Immunology

Job ID
REQ-10079554
Sep 29, 2026
LOC_PL

About the Role

Key Responsibilities

- Own end-to-end brand strategy, translating global direction into impactful local plans
- Design and execute omnichannel campaigns to maximize customer engagement and brand performance
- Analyze market, customer, and performance data to continuously optimize strategy and tactics
- Lead cross-functional collaboration across Sales, Medical, and Value & Access teams
- Drive brand growth through effective forecasting, demand planning, and budget management
- Develop customer segmentation and targeted messaging aligned with commercialization excellence standards
- Ensure compliant execution of all brand activities in line with Novartis policies and industry regulations

Essential Requirements

- University degree in life sciences, marketing, business, or a related field
- Proven experience in pharmaceutical brand management or marketing roles
- Strong understanding of healthcare systems, customers, and pharmaceutical market dynamics
- Demonstrated ability to develop and execute data-driven brand strategies and campaigns
- Experience working cross-functionally in a matrix organization with multiple stakeholders
- Excellent analytical, strategic thinking, and budget management skills

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
Sales
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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