NOVARTIS

Senior Brand Manager - Immunology

Job ID
REQ-10086039
Oct 14, 2026
LOC_TH

About the Role

Major Accountabilities:

- Lead the development of brand strategy, promotional campaigns, and tactical plans within approved marketing budgets.
- Define product strategy in alignment with local management, regional stakeholders, and global marketing direction.
- Prepare and contribute to Integrated Brand Team and Launch Team discussions, including key strategic inputs and execution updates.
- Lead market research initiatives, generate actionable customer and market insights, and anticipate market developments.
- Execute, monitor, and analyze agreed tactical plans to ensure effective delivery of brand objectives and growth targets.
- Lead the local and regional cross-functional brand team, including coordination of the Integrated Product Strategy Plan and monitoring of execution progress.
- Develop promotional activities in accordance with internal SOPs, Code of Conduct guidelines, and applicable compliance requirements.
- Monitor and control brand budgets, forecasts, and expenses, and assess marketing mix effectiveness against business outcomes.
- Identify market opportunities and customer needs through structured customer interactions and insight gathering.
- Execute central, regional, and locally initiated marketing activities with consistency and excellence.
- Monitor product performance and external market dynamics using appropriate tools, and recommend corrective actions when required.
- Ensure compliance with applicable policies, procedures, regulatory requirements, and company standards.
- Monitor execution of regional and local tactics to ensure alignment with Novartis strategy and customer needs.
- Identify patient segment needs within the assigned therapeutic area and translate insights into relevant brand implications.
- Report technical complaints, adverse events, and special case scenarios related to Novartis products within 24 hours of receipt.

Key Performance Indicators:

- Market share performance and market share growth.
- Achievement of brand objectives, tactical execution milestones, and launch readiness indicators.
- Quality of cross-functional collaboration, stakeholder engagement, and brand team effectiveness.
- Effective management of brand budget, forecast accuracy, and marketing investment impact.
- Full adherence to regulatory, compliance, SOP, and pharmacovigilance reporting requirements.

Required Qualifications:

- Bachelor’s degree in Pharmacy; MBA or equivalent business qualification preferred.
- Minimum 3–5 years of pharmaceutical marketing experience in Thailand, preferably in specialty care or immunology.
- Proven ability to develop and execute brand strategy, tactical plans, and customer engagement initiatives.
- Strong strategic thinking, operational execution, and project management capabilities.
- Strong communication and influencing skills, with proven ability to work cross-functionally in a matrix environment.

Preferred Qualifications:

- Strong understanding of marketing principles, brand planning, and omnichannel customer engagement.
- Comprehensive knowledge of the pharmaceutical industry, healthcare environment, and regulatory requirements.
- Ability to build trusted relationships across functions, levels, and external stakeholders.
- Collaborative team player with strong project management discipline and ownership mindset.
- High resilience, agility, and ability to perform effectively in a dynamic business environment.

Role Requirements

Division
DIV_IM
Business Unit
Marketing
Location
LOC_TH
Site
Bangkok
Company / Legal Entity
TH05 (FCRS = TH005) Novartis (Thailand) Limited
Functional Area
FCT_MM
Job Type
Full time
Employment Type
Regular
Shift Work
No
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