NOVARTIS

Senior Brand Manager

Job ID
REQ-10090488
Oct 27, 2026
LOC_EE

About the Role

Major Accountabilities:

- Full accountability for the local brand plans and tactics. Drive portfolio lifecycle management by identifying growth opportunities, competitive risks, and strategic actions to maximize business performance and patient impact.
- Support achievement of objectives for assigned brands. Contribute to the development of the Brand risk management plan (if necessary).
- Translate and localize International and Regional frameworks to local brand tactics, including clear objectives, prioritized stakeholder audiences, tailored key messages, omnichannel journeys and executional focus.
- Execute local brand tactical plans and omnichannel campaigns, ensuring effective deployment and optimization of the marketing mix and monitoring of the impact (enabled as needed by technological solutions such as DRO).
- Define and manage external stakeholder segmentation and prioritization in line with International standards and guidance.
- Support omnichannel external stakeholder journeys, ensuring the right messages reach the right stakeholders through the right channels at the right time. Train the TA reps on message and tactics to increase the impact.
- Support forecasting of brand performance and estimates of cost to deliver priorities.
- Lead brand/product tactics execution, provide inputs to launch readiness reviews, contribute to LRR sessions (supported by EE) and follow up actions.
- Represent the country in regional and global brand forums, contributing local market expertise and recommendations to portfolio and brand strategy discussions.
- Support the cross-functional brand team (e.g. TA, Medical, Value & Access), ensuring alignment, accountability, and high-quality execution.
- Monitor brand performance through KPIs and insights, tracking execution quality, external stakeholder engagement, and business impact, and translating insights into optimization actions.
- Manage budget assigned to brands and/or product portfolio, manage tactical programs, and review/adjust resources in ongoing projects in collaboration with country level functions (where relevant).
- Generate and apply insights from market research, external stakeholder interactions, and performance data to refine local brand tactics.
- Oversee the development and introduction of brand materials intended for promotional campaigns in line with global guidance, including various digital and omnichannel communication solutions via different communication channels.
- Support omnichannel activation plans and key messages by audience to support patients during their treatment journey to address non-medical barriers to care (patients services and solutions) execute PSP in alignment with International guidance, governance and materials.
- Regularly conduct on-site visits to external stakeholders, including country medical experts.
- Maintain partnerships with agencies and external partners, in connection with ongoing marketing and promotional activities, in line with approved Novartis standards and procedures. Provide inputs related to the third-party service providers in relation to specific projects, promotional activities, events, materials (selection, performance).
- Operate fully in line with HQ guidance, Novartis policies, ethical standards, and local regulatory requirements, adhere to applicable legislation, SOPs, adverse event reporting requirements, and other relevant compliance obligations.
- Perform other job-related duties and responsibilities as required by the organization and/or OPM, in line with the employee's qualifications, competencies, and professional experience undefined

Key Performance Indicators:

- Achievement of performance objectives for assigned brands.
- Quality and impact of brand tactical plan execution.
- Effectiveness of omnichannel campaigns and marketing mix.
- Achievement of International content reuse targets to drive execution efficiency and consistency.
- Effectiveness of patient activation omnichannel journey, PSP and patients services solutions.
- Quality and actionability of stakeholders and market insights generated.
- Effectiveness of cross-functional collaboration and stakeholder alignment.
- Compliance with governance, SOPs, and regulatory requirements.
- undefined

We offer:

Base pay starting from 42k - 79k

Other benefits as per guideline

Role Requirements

Primary location salary range
€42,910.00 - €79,690.00
Division
DIV_IM
Business Unit
Marketing
Location
LOC_EE
Site
Estonia
Company / Legal Entity
EEP1 (FCRS = LV001) SIA Baltics, Estonian
Functional Area
FCT_MM
Job Type
Full time
Employment Type
Regular
Shift Work
No
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