NOVARTIS

Neuroscience Brand Manager

Job ID
REQ-10084277
Oct 27, 2026
LOC_JP

About the Role

· Full accountability for one or limited number of future assets, driving pre-launch strategy, market shaping, and launch readiness.

· Own brand strategy and planning by translating International strategy into a local brand plan from pre-launch phase, including clear objectives, prioritized customers audiences, tailored key messages, omnichannel journeys and executional focus.

· Deliver the International brand strategy at country level, aligned with Regional and Country guidance, leveraging local customer, market, and disease insights to optimize local execution.

· Design and execute integrated 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 customer segmentation and prioritization in line with International Commercialization Excellence standards and guidance.

· Design and orchestrate ICE-aligned omnichannel customer journeys, ensuring the right messages reach the right customers through the right channels at the right time. Train the sales reps on message and tactics to increase the impact and access of the sales reps to their targeted customers.

- Develop launch scenarios, patient opportunity assessments, and business cases to support future asset launches

· Lead local brand/product launch strategy and tactics execution, lead launch readiness reviews preparation, contribute to LRR sessions (supported by EE customer excellence) and follow up actions.

· Lead and orchestrate the cross-functional brand team (e.g. Sales, Medical, Value & Access, Development. etc.), ensuring alignment, accountability, and high-quality execution.

· Generate and apply insights from market research, customer interactions, and performance data to refine strategy and tactics.

· Collaborate with Production Hub team to ensure that available global International assets can be reused on the market level (to reduce content duplications), ensure proper measurable tagging and ensure right content is deployed at the right time with expected local approval levels.

· Manage external agencies and partners to deliver high-quality, compliant brand initiatives.

· Set clear direction for brand/disease patients journey strategy, design, support omnichannel activation plans and key messages by target audience to support patients activation in a non-promotional manner (patients activation), design and develop service solutions to support patients during their treatment journey to address non-medical barriers to care (patients services and solutions) design-develop and execute PSP in alignment with International guidance, governance and materials.

· Ensure all brand activities comply with Novartis policies, SOPs, and industry requirements.

· Connect to HCPs and external stakeholders to capture insights and validate assumptions.

Role Requirements

Division
DIV_IM
Business Unit
Marketing
Location
LOC_JP
Site
本社
Company / Legal Entity
JP05 (FCRS = JP005) Novartis Pharma K.K.
Functional Area
FCT_MM
Job Type
Full time
Employment Type
Regular
Shift Work
No
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