NOVARTIS

Brand Manager

Job ID
REQ-10090945
Oct 29, 2026
LOC_SG

About the Role

Major Accountabilities:

- Define brand strategy with local management and global marketing, and turn it into clear tactical plans
- Lead Integrated Brand Team and Launch Team content, and drive excellent execution
- Develop compliant, high-impact promotional and omnichannel campaigns
- Own brand budgets, forecasts and marketing mix to maximise return on investment
- Gather market and customer insights to spot new growth opportunities
- Track brand performance and the external environment, and act quickly to stay on course
- Work with Medical to engage key centers and opinion leaders and understand the needs of each patient segment

Requirements

- A university degree in life sciences, marketing, business or a related field
- At least 2 years of brand management or marketing experience in the pharmaceutical industry
- A strong understanding of pharma markets, customers and healthcare systems
- A proven track record of building and delivering brand strategies and plans
- Strong financial skills and experience managing budgets
- Confidence leading across functions and managing stakeholders in a matrix organisation
- A strategic, analytical and data-driven mindset
- Experience using digital and AI tools in your day-to-day work

Role Requirements

Division
DIV_IM
Business Unit
Marketing
Location
LOC_SG
Site
Mapletree Business City (MBC)
Company / Legal Entity
SG04 (FCRS = SG004) Novartis Singapore Pte Ltd
Functional Area
FCT_MM
Job Type
Full time
Employment Type
Regular
Shift Work
No
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