NOVARTIS

Sales and Marketing Manager

Job ID
REQ-10088974
Nov 10, 2026
LOC_BE

About the Role

Key Responsibilities

Strategic Brand Leadership

- Develop and execute the ITVISMA brand strategy for Belgium and Luxembourg.
- Build and continuously refine the brand plan based on market dynamics, customer insights, and performance data.
- Identify growth opportunities and develop innovative initiatives to accelerate adoption and patient access.
- Lead forecasting, financial planning, and budget management for the brand.
- Monitor competitive landscape and implement strategies to strengthen brand positioning.

Sales Leadership & Execution

- Deliver outstanding customer engagement and commercial results.
- Translate brand strategy into clear field execution priorities and account plans.
- Drive excellence in customer-facing activities through data-driven performance management.
- Establish performance objectives, KPIs, and execution standards.
- Foster a culture of accountability, collaboration, customer centricity, and continuous improvement.

Launch & Commercial Excellence

- Drive launch readiness, launch execution, and post-launch optimization.
- Leverage omnichannel engagement capabilities to enhance customer experience and impact.
- Implement customer-centric campaigns and engagement programs tailored to healthcare professionals, institutions, and relevant stakeholders.
- Monitor market performance and adjust tactics rapidly based on emerging insights

Cross-Functional Leadership

- Partner closely with Medical, Market Access, Value & Access, Patient Engagement, and Operations teams.
- Ensure alignment of strategies and execution plans across functions.
- Lead cross-functional brand teams and facilitate effective decision-making.
- Build strong relationships with key external stakeholders, including healthcare professionals, centers of excellence, patient organizations, and health authorities where appropriate.

Business Performance Management

- Deliver sales, market share, patient, and financial targets.
- Analyze performance trends and identify corrective actions when needed.
- Provide regular business updates and recommendations to TA leadership.

- Drive a culture of insight generation, continuous learning, and evidence-based decision making.

Ideal Background, Experience & Qualifications

Education

- University degree in life sciences, pharmacy, medicine, business, marketing, or a related field

Experience

- Previous experience as Sales Representative, Product Specialist, Brand Associate, Junior Brand Manager, or similar commercial role.
- Experience in brand planning, campaign execution, customer engagement, and brand performance management.
- Experience supporting product launches and driving adoption of brand initiatives.
- Strong understanding of the local healthcare environment and key stakeholders.
- Strong customer-facing skills and ability to build relationships with healthcare professionals.
- Good analytical skills and ability to interpret sales, market, and customer data.
- Ability to translate strategy and insights into practical commercial actions.
- Strong communication, presentation, and stakeholder management skills.
- Ability to work effectively across Sales, Marketing, Medical, Market Access, Regulatory, and Commercial Excellence.
- Strong planning, prioritization, and project management capabilities.
- Results-oriented mindset with ownership, accountability, and entrepreneurial spirit.
- Ability to operate in a regulated healthcare environment with high ethical standards and good knowledge of compliance requirements.
- Language: French and/or Dutch & English

Success Measures

The ITVISMA Sales & Marketing Lead will be evaluated on:

- Achievement of sales and market share objectives.
- Successful launch and adoption of ITVISMA.
- Quality and execution of the brand strategy.
- Effective cross-functional collaboration.
- Contribution to the overall Neuroscience Therapeutic Area performance.

Why this role?

This is a highly visible position with end-to-end responsibility for one of the most important growth opportunities in the Neuroscience portfolio. It offers the opportunity to shape strategy, lead execution, and directly impact patients living with SMA while contributing to the growth and transformation of the Neuroscience Therapeutic Area.

Expected Annual Base Salary Range for role:

71,300.00 - 132,500.00 EUR

The base 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.

In addition to your base salary, you may be eligible for a performance-based bonus depending on certain performance parameters.

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 may 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

Role Requirements

Primary location salary range
€71,300.00 - €132,500.00
Division
DIV_IM
Business Unit
General Management
Location
LOC_BE
Site
Diegem
Company / Legal Entity
BE03 (FCRS = BE003) Novartis Pharma nv-sa
Functional Area
FCT_SA
Job Type
Full time
Employment Type
Regular (Sales)
Shift Work
No
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Sales and Marketing Manager

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