NOVARTIS

Marketing Manager

Job ID
REQ-10090266
Nov 11, 2026
LOC_JP

About the Role

Major Accountability

- Lead the local strategy by translating International and Regional priorities into clear, ICE-aligned portfolio plans that drive sustainable growth, market share, and patient impact.
- Lead, develop, and coach the local marketing team, building strong ICE capabilities, accountability, and performance culture across the portfolio.
- Set clear direction for brand and content, campaign execution across the portfolio, ensuring consistent prioritization execution and alignment to ICE standards.
- Drive performance management and optimization by reviewing portfolio results, execution quality, and insights, and translating them into clear actions and resource reprioritization.
- Localize and Develop optimal Marketing Mix investments model for prioritized customer segments, leveraging insights enabled by tech-GenAI solutions (e.g. DRO).
- Set clear direction for brand/disease patients journey strategy, design 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.
- Identify, develop, and prepare future talent and successors within the marketing organization.
- Ensure consistency, quality standards, and best-practice sharing across brand teams and content and campaigns.
- Set marketing direction across brands, aligned with International and Regional guidance, based on deep customer, market, and disease insights.
- Ensure high quality omnichannel delivery by orchestrating integrated customer journeys across brands, channels, and campaigns, with a strong focus on execution quality and impact, in alignment with International guidance and standards.
- Deliver marketing objectives supporting sales, growth, and market share; lead forecasting inputs; manage marketing budgets and assess ROI.
- Enable effective crossfunctional collaboration with Sales, Medical, Medical, Value & Access, and other stakeholders to ensure coherent, customercentric execution across the therapeutic area.
- Lead local brand/product launch strategy and tactics, lead launch readiness reviews preparation, facilitate LRR sessions (supported by EE customer excellence) and lead follow up actions.
- Generate, synthesize, and apply insights from market research, customer interactions, and analytics 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) and ensure proper measurable tagging, in alignment with International guidance.
- Ensure all marketing activities comply with Novartis policies, SOPs, industry codes, and Novartis values and ethics. Ensure right governance and tracking.
- Explore learning and collaboration opportunities with Brand Teams in countries within Cluster/Region.

Ideal Background

Language

- English, Mandatory
- Country language good to have, not mandatory

Relevant Experiences

- New launch experience
- Relevant experience in pharmaceutical marketing, brand management, or related commercial roles.
- Strong understanding of pharmaceutical markets, customers, and healthcare systems.
- Demonstrated experience developing and executing marketing strategies and campaigns.
- Marketing strategy development and integrated campaign management expertise.
- Omnichannel marketing and digital engagement capability.
- Financial acumen and budget management skills.
- Cross-functional leadership and stakeholder management.
- Strong strategic, analytical, and data-driven mindset.
- Proven ability to incorporate digital/AI tools as part of daily work.
- Ability to manage complexity, ambiguity, and multiple priorities.

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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Marketing Manager

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