

## Brand Manager, Neuroscience (MS)

Job ID  
REQ-10028415

11月 04, 2024

United Kingdom

### 摘要

As a Brand Manager - Neuroscience (MS), you will support the global team to co-create brand strategy while ensuring excellence in execution locally, maximising current portfolio while paving the way for new indications pipeline.

### About the Role

Location:

This is a UK London head office based role with hybrid working (12 days per month in the office).

#LI-Hybrid

Novartis is unable to offer relocation or visa support for this role: please only apply if this location is feasible for you and you have the right to work in the UK.

#### Major accountabilities:

- Prepares content of Integrated Brand Teams and Launch Teams.
- Responsible for implementation, monitoring and analysis of agreed tactical plans in order to ensure the growth of the brand(s)
- Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.
- Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results.
- Identifies area market insights and opportunity via customer interactions
- Executes central marketing activities as well as regional initiated marketing activities
- Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives
- Collaborate with Marketing and Medical teams to maximize activities: Scout centres, KOLs and OLs by disease within assigned territory Identify specific needs for each segment of patients and the implications of the disease for each of them within assigned territory

#### Minimum Requirements:

- Significant pharmaceutical brand management experience ideally from within a pharmaceutical company
- Proven experience leading and implementing tactical marketing initiatives
- A blend of execution and strategic experience
- Experience of omnichannel marketing
- Driven, proactive and ambitious
- University degree in business or life sciences is preferred

#### Commitment to Diversity & Inclusion:

We are committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

#### Why Novartis?

Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

#### You'll receive:

Competitive salary, Sales incentive bonus, Pension scheme, Share purchase scheme, Health insurance, 25 days annual leave, Flexible working arrangements, subsidized dining facilities,

Employee recognition scheme, learning and development opportunities.

Join our Novartis Network:

If this role is not suitable to your experience or career goals but you wish to stay connected to learn more about Novartis and our career opportunities, join the Novartis Network here:

<https://talentnetwork.novartis.com/network>

Why Novartis: Helping people with disease and their families takes more than innovative science. It takes a community of smart, passionate people like you. Collaborating, supporting and inspiring each other. Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together? <https://www.novartis.com/about/strategy/people-and-culture>

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up:

<https://talentnetwork.novartis.com/network>

Benefits and Rewards: Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

部门

International

Business Unit

Innovative Medicines

地点

United Kingdom

站点

London (The Westworks)

Company / Legal Entity

GB16 (FCRS = GB016) Novartis Pharmaceuticals UK Ltd.

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

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