

## Brand Manager Neuroscience (80-100%\*)

Job ID  
REQ-10044511

4月 02, 2025

Switzerland

### 摘要

Location: Rotkreuz, Switzerland #LI-Hybrid

Purpose of the role:

The purpose of the position is to own, develop and implement the strategic and tactical plans for our Neurology brands based on robust external insights and in strong alignment with the international brand strategy, working cross-functionally with Medical, Market Access, Commercial and other functions.

You will manage and coordinate the marketing activities in the field, in strong collaboration with the Commercial Leads and field teams. You will coordinate and monitor the implementation of respective campaigns and partnerships designed with strategic internal and external partners, according to approved strategy, operational plan and budget, in order to enable the achievement of sales and performance targets.

This role is part of the TA Immunology & Neuroscience Team and is reporting directly into the Marketing Lead Neuroscience.

## About the Role

### Key Responsibilities:

The responsibilities include, but are not limited to:

- Co-leads the local disease area short- and long-term (3 year) strategic plan together with Medical, Commercial and Market Access with guidance of the Strategic Marketing Lead
- Responsible for execution, co-ordination, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brand(s) and monitoring the execution of tactics against brand objectives with the responsibility to ensure team 's expertise of the disease area, brand strategy, services and solutions
- Monitors product performance and external environment using appropriate tools as well as field insights and taking corrective action if required to meet business objectives
- Drives innovation, experimentation and learning for development and optimization of omni-channel strategy
- In close collaboration with Commercial Team, identifies key needs and develops business through specific national/ regional projects, services and initiatives, focusing on top accounts
- Clearly communicates the brand strategy and tailored tactics into the field, in strong alignment with the Commercial Lead and provides insights and inputs into account and territory plans for the field
- Supports and drives the execution of marketing projects and campaigns for the field teams in strong alignment with the Commercial Leads
- Drives projects to accelerate the patient Journey, e.g. patient activation projects and Disease Awareness campaigns, in collaboration with KOLs and patient associations, and the Medical team, when needed

What you ' ll bring to the role:

- Bachelor's degree in Marketing, Business, Life Sciences, or related field; advanced degrees (MBA, MSc) is a plus
- Business fluent in German and English, French is a plus
- Proven experience in brand management, preferably in the pharmaceutical or healthcare industry
- Strong understanding of the pharmaceutical market and regulatory environment in Switzerland
- Excellent communication, presentation, and interpersonal skills
- Ability to work effectively in a cross-functional team environment
- Strong analytical and problem-solving skills
- Deep experience in digital marketing and social media platforms

### 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>

Disclaimer\*: Some restrictions on flexible working options may apply and will be discussed during interview if applicable

Benefits and Rewards:

Read our handbook to learn about all the ways we'll help you thrive personally and professionally:

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Commitment to Diversity and Inclusion / EEO:

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

Accessibility and accommodation:

Novartis is committed to working with and providing reasonable accommodation to all individuals. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to receive more detailed information about the essential functions of a position, please send an e-mail to [diversity.inclusionch@novartis.com](mailto:diversity.inclusionch@novartis.com) and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

Join our Novartis Network:

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

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

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部门

International

Business Unit

Innovative Medicines

地点

Switzerland

站点

Rotkreuz (Office-Based)

Company / Legal Entity

C018 (FCRS = CH018) Novartis Pharma Schweiz AG

Functional Area

Marketing

Job Type

Full time

Employment Type

Regul ä r

Shift Work

No

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