

Strategic Marketing Manager (f/m/d), TA: Hematology, Vienna

Job ID
REQ-10045617
Apr 02, 2025
Austria

Summary

Local Brand Managers ODER global / regional / lokale Subfunktionsspezialisten innerhalb einer spezifischen Marketing-Unterfunktion.

Definieren Sie die Produktstrategie in Abstimmung mit dem lokalen Management und der globalen Marketingabteilung und implementieren Sie unterstützende taktische Pläne/Projekte.

About the Role

Your key responsibilities:

- Developing brand strategy, promotional campaigns & tactical plans within marketing budgets
- Responsible for execution, monitoring, and analysis of the agreed tactical plans and marketing mix in order to ensure the growth of the brand(s) according to their respective life cycle and business objectives.
- Leveraging digital channels to maximize OCE impact in close collaboration with the BEE team
- Displaying a learning mindset, interpret and apply external insights such as market dynamics, competitor insights, pipeline knowledge and customer insights.
- Apply all actions according to Novartis' values and behaviors

What you'll bring to the role:

- Degree in business or life sciences is of benefit
- At least 3 years' of proven matrix leadership within the pharmaceutical industry and the willingness to develop within the role for higher marketing responsibilities
- Analytical Skills: Ability to analyze and interpret complex data to make informed marketing decisions and forecast marketing trends.
- Leadership Skills: Proven ability for indirect leadership and manage a diverse team of cross functional professionals, fostering a positive work environment that encourages collaboration and creativity
- Very strong communication skills in German and English

Why Novartis?

769 million lives were touched by Novartis medicines in 2020, and while we're proud of this, we know there is so much more we could do to help improve and extend people's lives.

We believe new insights, perspectives and ground-breaking solutions can be found at the intersection of medical science and digital innovation. That a diverse, equitable and inclusive environment inspires new ways of working.

We believe our potential can thrive and grow in an unbossed culture underpinned by integrity, curiosity and flexibility. And we can reinvent what's possible, when we collaborate with courage to aggressively and ambitiously tackle the world's toughest medical challenges. Because the greatest risk in life, is the risk of never trying!

Imagine what you could do here at Novartis!

In addition to a market-competitive base salary, we offer an attractive incentive program, a modern company pension scheme, learning and development options as well as worldwide career opportunities within the Novartis group. In accordance with Austrian law, we are obliged to disclose the minimum salary. For this position the minimum salary is € 61.400/year (on a full time basis). In most cases, the actual salary will be higher, as we strive to maintain a competitive position in the market and consider your previous experience, qualifications and individual competencies.

We are open for part-time and job sharing models and support flexible and remote working where possible.

Commitment to Diversity & Inclusion:

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

Our recruitment decisions are based on selecting the best person for the job, regardless of gender, religion, age, colour, race, sexual orientation, nationality or disability.

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>

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>

Division

International

Business Unit

Innovative Medicines

Location

Austria

Site

Vienna

Company / Legal Entity

AT06 (FCRS = AT006) Novartis Pharma GmbH

Functional Area

Marketing

Job Type

Full time

Employment Type

Regulär

Shift Work

No

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Wenn Sie aufgrund einer Erkrankung, einer körperlichen Behinderung oder eines neurodiversen Zustandes eine Unterstützung bei verschiedenen Teilen des Rekrutierungsprozesses benötigen, wenden Sie sich bitte an disabilities.austria@novartis.com und teilen Sie uns die Art Ihrer Anfrage sowie Ihre Kontaktinformationen mit. Unsere Unterstützung umfasst die Beratung zu geeigneten Positionen sowie die Begleitung bei allen Phasen des Bewerbungsprozesses. Das österreichische Gesetz sieht die Möglichkeit vor, die örtliche Behindertenvertrauensperson (BVP) in das Bewerbungsverfahren einzubeziehen. Wenn Sie dies wünschen, teilen Sie uns dies bitte vorab als Vermerk in Ihrem Lebenslauf mit.

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