

Brand Strategy Lead, Novartis Slovakia

Job ID
REQ-10046302
Apr 07, 2025
Slovakia

Summary

Your role as the Brand Lead will be to define and execute product strategy in cooperation with the cross-functional teams as well implementing tactical plans/projects to co-create values and solutions for the healthcare system.

About the Role

Key Responsibilities:

- Developing brand strategy, promotional campaigns & tactical plans within marketing budgets.
- Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.
- Partnering with healthcare system to co-create solutions.
- Running market research programs, market insights and analyzing data of responsible brand, monitoring market development to do data driven decisions.
- Being responsible for the execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brand(s).
- Monitoring and controlling brand budgets, forecasts and expenses and assessing the marketing channel mix of the product to evaluate cost-effectiveness and results.

Essential requirements:

- University degree in (Economics, Marketing, Human Sciences)
- Fluent in English and Slovak (written and spoken)
- 1+ years of experience in marketing in healthcare industry
- Operations & Project management and Execution

You'll receive:

- Competitive salary along with a yearly bonus.
- Monthly pension contribution matching your contribution up to 3% of your gross monthly base salary
- Company car
- Risk Life Insurance (full cost covered by Novartis)
- 1 week holiday above the Labour Law requirement
- 4 paid sick days within one calendar year in case of absence due to sickness without a medical sickness report
- Cafeteria employee benefit program – choice of benefits from Benefit Plus SK for 500 EUR per year
- Meal vouchers of 6,50 EUR each working day (full tax covered by the company)

- MultiSport Card contribution

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>

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Division

International

Business Unit

Innovative Medicines

Location

Slovakia

Site

Bratislava

Company / Legal Entity

SKA2 (FCRS = SK002) Novartis s.r.o

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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

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