

Marketing Director - Neuroscience

Job ID
REQ-10052089
Jun 10, 2025
United Kingdom

Summary

Accountable for the strategic and operational direction of our Neuroscience Brand Strategy and leading the enterprise-wide teams to deliver sales and market share growth with full profit & loss accountability. Role will lead existing brand indication and have accountability for the launch of brand new indication.

About the Role

Location

This role is based in the London office in the UK on a hybrid working basis which requires 12 days per month in the office.

#LI-Hybrid

#LI Hybrid

Major Accountabilities

- Lead the cross functional team in collaboration with other functional leadership members (Market Access, Medical, Finance) building consensus/buy-in and providing operational direction to these team members
- Accountable for the development and implementation of the strategic marketing plan
- Drive best-in-class launch preparedness and launch execution overseeing execution across all line functions(Commercial/Access/Medical)
- Accountable for the profit and loss for the brand/s, ensuring active management across the TA
- Monitor the product performance, competitive environment and customer base to quickly identify plan changes
- Provide leadership to the team and wider team members including coaching, advising, and developing team members, whilst creating a performance culture to drive high standards and promote engagement
- Accountable for ROI assessments of programs, and while collaborating with Solutions, PRMs, Market Access, Medical, Governmental affairs and P&O to ensure proper execution throughout the field force(s)
- Present to senior management on strategy and action plans to address competitive threats and/ or exogenous market events or deviations in sales targets
- Represent UK on calls with regional and global teams and contributing to Global/TA strategic decisions

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

Role Requirements :

- People management and strong leadership experience is essential
- Strong marketing experience from another large Pharmaceutical company including launch experience
- Neuroscience Disease Area experience with a similar patient journey would be beneficial
- HTA experience : Given the UK environment, HTA experience will be a plus.

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

Universal Hierarchy Node

Location

United Kingdom

Site

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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