

# Brand Manager

Job ID

REQ-10055297

Jul 15, 2025

Saudi Arabia

## Summary

Development, implementation and accountability for operational plans which optimise profitability, market share and revenue growth for a Kesimpta® in the short and long term.

## About the Role

### Major Accountabilities:

- Proactive development of marketing and promotional mix to meet brand objectives and customer needs.
- Monitor business performance and external environment via appropriate tools to deliver corrective action as required to meet business objectives.
- Liaison with external agencies to deliver initiatives for Kesimpta®
- Accurate management of budgets for Kesimpta®.
- Creates and delivers operational plans appropriate to life cycle of brand to optimise return for Novartis.
- Delivery of sales targets
- Full accountability for brand and delivery of all programmers related to it.
- Understanding and use of marketing principles and C4 process to deliver to customer needs
- Multiple Sclerosis disease and market understanding to develop customer insights through appropriate techniques/tools
- Support and Build team to achieve team goals
- Management of external agencies to meet team goals
- Acts as Kesimpta® brand champion to create enthusiasm and focus internally and with external customers and agencies.

### Key performance indicators/ Measures of success

- Manage and optimize relationships with all relevant external agencies and patient (and other) groups through development of effective relationships.
- Full financial accountability of advertising and promotion budgets
- Full understanding and use of key market research approaches and giving recommendations and acting on results that create positive business outcome.
- Deliver 90% of operational plan, on time and to a high standard.
- Manage all components of a Kesimpta® components as priority brand.
- Build and develop strategic forecasting from a robust patient model.
- Launch a line extension, new campaign, commercial program, and/or generic defense.

### Job Dimensions:

- **Number of Employees:** 0
- **Financial responsibility:** Contributes to overall sales target

- **Impact on the organization:** Medium - High

**Ideal Background:**

- **Education:** University degree or equivalent in Science, Marketing or Business qualification.
- **Experience:** At least 3-5 years field sales experience or related marketing services experience and brand management experience.
- **Languages:** Fluent in English and Arabic.

**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

Saudi Arabia

Site

Riyadh

Company / Legal Entity

SA01 (FCRS = SA001) Novartis Saudi Arabia Ltd

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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