

# Brand Engagement Manager

Job ID

REQ-10041567

Mar 26, 2025

Netherlands

## Summary

The Brand Manager will be responsible for defining and implementing the marketing strategy for products within a specific therapeutic area. This role involves developing and executing tactical plans, ensuring alignment with strategic goals, and driving brand growth across all functions. The Brand Manager will lead cross-functional teams, including sales, marketing, strategic account management, and digital engagement, to maximize market penetration, product performance, and customer satisfaction. Key responsibilities include market analysis, promotional activities, compliance monitoring, and coordination with various stakeholders to achieve business objectives..

## About the Role

### Purpose

Manage and is responsible of the Brand marketing plan in the therapeutic area (TA) including effectively execution on prioritized tactics, monitoring of the agreed strategic tactical plans to ensure the growth of the Brand across all Squad team functions within agreed Liquid Budgets. Be an active member in high-performing strategic and accountable Brand engagement Team including Brand engagement Lead, Digital engagement manager and Project engagement manager and be member of the high-performing strategic and accountable cross functional squad TA team, including sales, marketing, strategic account management, and brand digital engagement.

### Major accountabilities

- Develop effective marketing plan according marketing powerhouse standards strategy
- Develop, implement and adjust tactical product plan conform strategic goals of product
- Be active member of the high-performing strategic and accountable cross functional squad TA team, including sales, marketing, strategic account management, and brand digital engagement
- Effective communication within the squad to keep focus and motivate the FF and other important stakeholders to ensure setting the right goals
- Be the product champion; the frontrunner on product knowledge and all trends that take place in the product landscape
- Anticipate on future trends in therapeutic area and market environment that could effect the potential of the product
- Co-create and align with Digital engagement manager the omni-channel engagement from strategy to quality content creation and execution
- Support market penetration efforts through monitoring and tracking of KPI's, and competitive intelligence
- Prepares content of Integrated Brand Teams and Launch Teams
- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the

growth of the brand(s)

- Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines
- Identifies area market insights and opportunity via customer interactions Executes central marketing activities as well as regional initiated marketing activities

Compliance with applicable policies, procedures and other regulations Within assigned territory, develop business through specific projects and services and initiatives at center / hospital / ASL / territorial outpatient clinic level. Map key services to patients (patient support program) offered inside and outside of key hospital centers (competition, etc...). Monitor execution of regional/local tactics, assuring excellence and coherence with Novartis strategy & customer needs

Collaborate with XF Squad Teams including Commercial, BE&E, Medical and V&A teams to maximize activities:

- - Scout centers, KOLs and OLs by disease within assigned territory
- - Identify specific needs for each segment of patients and the implications of the disease for each of them within assigned territory
- - Reporting of technical complaints /adverse events /special case scenarios related to Novartis products within 24 hours of receipt
- -Distribution of marketing samples ( where applicable )

## **Ideal Background**

### **Education & Qualifications Minimal:**

- HBO Biomedical or Marketing, NIMA-B WO Biomedical or marketing Languages
- English fluent spoken & written. Local language proficiency is a plus.

### **Experiences Minimal:**

- 2 years in commercial field roles and/or clinical research

### **Preferred:**

- Experience in Marketing or Product Management
- Cross Cultural Experience
- Operations Management and Execution Project Management

**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

Netherlands

Site

Amsterdam

Company / Legal Entity

NL08 (FCRS = NL008) Novartis Pharma NL

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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