

Brand Lead Immunology

Job ID
REQ-10046483
Apr 08, 2025
Belgium

Summary

The Marketing Lead is accountable for the strategic and operational direction of their assigned priority brand[s] and closely collaborating with company-wide teams to deliver sales and market share growth with full profit & loss accountability while leveraging customer engagement data and solutions.

About the Role

Strategy development:

- Translate Global brand strategy, content and solution into localized tactical measures in Immunology regarding priority brands (commercialized and to be launched) in the BeLux market.
- Accountable to develop the right strategy and identify omnichannel mix with omnichannel team to meet priority brand sales objectives and customer needs in Immunology.
- Accountable for the go to market strategy regarding new launches in Dermatology or Rheumatology
- Lead the cross-functional team in collaboration with other functional leadership members building consensus and providing operational direction to these team members
- Adopt new and innovative approaches to facilitate patients' journeys and ensure a differentiated approach vs competition in coordination with the customer and services manager especially.
- Ability to lead the agile team to identify strategic issues and priorities
- Collaborate with Marketing specialist to implement the most effective promo materials

Performance:

- Monitor brand performance, competitive environment and customer base to quickly identify plan changes and achieve the Brand and market shares targets
- Collaborating with Field Team to improve the quality of calls and interactions with HCPs
- KOLs and stakeholders management to improve collaboration and partnership, collect insights and co-develop solutions
- Budget Planning:
- Accountable for the P&L & volume-based forecast for the demand planning and financial process
- ROI assessment on key activities learning and sharing across the enterprise in close collaboration with the Operations& Field Engagement and the Customer Data & Analytics team.

Leadership:

- Effectively manages cross-functional teams
- Collaborate with cluster and RE to improve performance through best practice sharing
- Demonstrated Marketing leadership

- Delivers business results across a matrix, demonstrating situational decision making, stakeholder engagement and commercial drive
- Proven ability to drive business strategy and strong business acumen
- Ability to manage multiple competing priorities to deliver on time and in budget
- Demonstrates a customer-focused mindset
- Act with an enterprise mindset; be agile, responsive and adaptable to business needs
- Strong proactivity, clear and engaging communication (verbal and written)
- Role model for our culture, values & behaviors, consistently demonstrating the highest ethics and integrity-based standards.
- Self-awareness and continuous learning mindset

Reporting to: Therapeutic Area Head Neurosciences / Immunology

Languages : English fluent, French or Dutch is a plus

You'll receive:

You'll have countless opportunities to develop, whether it's up, across or outside your comfort zone. We offer you a challenging, international, interdisciplinary and enjoyable work environment. Investment in people is a priority for Novartis including your well-being. We offer a range of possibilities for personal development and career opportunities within a network of bright and curious minds. We offer you a competitive salary and benefit package.

Why Novartis?

Improving the lives of people living with disease takes more than innovative science. It takes a focus on the needs of people and a community committed to meeting them. It takes a team of people like you. Working together. Learning together. Thriving together. As part of our around 1800 employees in Belgium and Luxembourg, you can be part of an amazing team changing people's lives. Together, we are reimagining medicine. Join us in extending and improving people's lives.

Learn more here and discover some of the stories of who might become one of your future colleagues:
<https://www.novartis.com/be-nl/jobs> & <https://www.novartis.com/be-fr/emploi>

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:
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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

Belgium
Site
Vilvoorde
Company / Legal Entity
BE03 (FCRS = BE003) Novartis Pharma nv-sa
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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