

Brand Manager Cardiology

Job ID

REQ-10047274

Apr 03, 2025

Czech Republic

Summary

Your role as the Brand Manager 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)
- Proficient English and Czech (written and spoken)
- 3+ years of experience in marketing in pharmaceutical industry
- Operations & Project management and Execution

You'll receive:

- Company car
- Annual bonus
- Monthly pension contribution matching your contribution up to 3% of your gross monthly base salary
- Company Shares Program
- Risk Life Insurance (full cost covered by Novartis)
- 5-week holiday per year (1 week above the Labour Law requirement)
- MultiSport Card (costs covered by company)
- 4 paid sick days within one calendar year in case of absence due to sickness without a medical sickness report

- Private Medical Care Program: company contribution
- Flexible benefits: 17,500 CZK per year
- Meal vouchers for 105 CZK for each working day (full tax covered by the company)

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

Czech Republic

Site

Prague

Company / Legal Entity

CZ02 (FCRS = CZ002) Novartis s.r.o

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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Accessibility and accommodation

Novartis is committed to working with and providing reasonable accommodation to all individuals. If, because

of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to receive more detailed information about the essential functions of a position, please send an e-mail to di.cz@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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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