

Brand Manager Oncology

Job ID

REQ-10047872

Apr 24, 2025

Ireland

Summary

Marketing ownership for specific products within the Oncology portfolio.

About the Role

Key Responsibilities:

- Understand the disease area ecosystem and shape
- Define local product strategy in the market, aligning with the global approach
- Prepares content of Integrated Brand Teams and Launch Teams.
- Responsible for execution, monitoring, and analysis of the agreed tactical plans to ensure the growth of the brand(s)
- Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines
- Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results.
- Identifies area market insights and opportunities via market research & customer interactions
- Collaborate with Marketing and Medical teams to maximize activities.
- Identify specific needs for each segment of patients and the implications of the disease for each of them within the assigned territory

Key performance indicators:

- Market share & market share growth
- Performance management and employee relations, feedback, meetings, surveys (i.e., Field Force, Marketing capabilities, Global Marketing, Medical)
- Ensure full compliance on all regulatory requirements

Essential Requirements:

- Degree in relevant field
- Experience working in a marketing position in Pharma or relevant industry (e.g., FMCG)
- Hybrid working from the Dublin office

Skills:

- Strategic thinking
- Project Management
- Budget tracking
- Collaborative working

Languages :

- English

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Division

International

Business Unit

Innovative Medicines

Location

Ireland

Site

Dublin (Country President Office (CPO))

Company / Legal Entity

IE02 (FCRS = IE002) Novartis Ireland Ltd

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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