

# Brand Manager Immunology

Job ID  
REQ-10007381  
Jun 28, 2024  
Czech Republic

## Summary

Join our Immunology team Brand Manager who would lead the development of current brands to increase the potential of the product portfolio within the framework and strategy of Novartis.

## About the Role

### Key responsibilities:

- Brand strategy development, promotional campaigns & tactical plans within marketing budgets
- Content preparation of Integrated Brand Teams and Launch Teams
- Running market research programs & market insights for responsible brands and monitors /anticipating market development
- Responsibility for execution, monitoring and analysis of the agreed tactical plans to ensure the growth of the brand(s)
- Leadership of the cross-functional local/regional brand Team, incl. coordination of the One Impact Plan, and monitoring the execution of objectives
- Leadership of the development of promotional activities in line with internal SOPs and Code of Conduct guidelines
- Monitoring and controlling brand budgets, forecasts and expenses and assessing the marketing mix of the product to evaluate cost-effectiveness and results
- Identification of area market insights and opportunities via customer interactions
- Execution of central marketing activities as well as regional-initiated marketing activities
- Monitoring product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives
- Compliance with applicable policies, procedures and other regulations

### Essential requirements:

- University degree, ideally Business/Pharmacy/Medicine
- Czech native and English proficient
- At least 3 years experience as the Product Manager (shown success; pharmaceutical business preferable) or Brand Manager, preferably knowledge of immunology products
- Be sensitive to market dynamics, regional differences, segmentation, pricing strategies and understand marketing research
- Innovative and Creative: Develop innovative concepts and approaches to positioning and tactical marketing in the therapeutic market
- Partnership and Collaboration: Coordinate functional teams from sales and marketing services, medical affairs and clinical development. Coordinate the general direction of symposia in collaboration with the marketing services department

- Ability to build and maintain close relationships with local opinion leaders Ability Analytical approach with a focus on sales performance and related KPIs (Key performance indicators) is critical and competitive benchmarking
- Demonstrate strong communication skills, provide input to field managers and representatives, report writing and presentation skills

**You'll receive:**

- Company car
- 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
- Cafeteria employee benefit program – choice of benefits from Benefit Plus for 12,500 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>

**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: <https://talentnetwork.novartis.com/network>

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

[Apply to Job](#)

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

iframe{ width: 100%; margin-top: 3rem; } @media screen and (max-width: 767px){ iframe{ height: 30vh !important; } } @media screen and (min-width: 768px){ iframe{ height: 34vh !important; } }

Job ID

REQ-10007381

## **Brand Manager Immunology**

[Apply to Job](#)

---

**Source URL:** <https://www.adacap.com/careers/career-search/job/details/req-10007381-brand-manager-immunology>

### **List of links present in page**

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://talentnetwork.novartis.com/network>
3. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Prague/Brand-Manager-Immunology\\_REQ-10007381](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Prague/Brand-Manager-Immunology_REQ-10007381)
4. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Prague/Brand-Manager-Immunology\\_REQ-10007381](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Prague/Brand-Manager-Immunology_REQ-10007381)