

Junior Brand Associate

Job ID
REQ-10076885

5月 04, 2026

Panama

摘要

-Support the actions of marketing and/or be part of the Brand Team that designs the strategic plan of Marketing

About the Role

#LI-Hybrid

This role is based in Novartis Panama s unable to offer relocation support for this role: please only apply if this location is accessible for you.

Key responsibilities

- Support the development and execution of brand strategies and tactical plans aligned with portfolio and business objectives.
- Contribute to portfolio life cycle management activities, ensuring consistent follow up on market performance and brand results.
- Analyze market trends, sales performance, competitive dynamics, and commercial data to provide actionable insights.
- Assist in sales forecasting and demand planning, working closely with finance and commercial teams.
- Coordinate the development, approval, and deployment of promotional materials for the sales force in line with internal processes.
- Collaborate with cross functional stakeholders (medical, access, regulatory, finance, commercial partners) to ensure aligned execution.
- Support budget tracking and proper execution of tactical and promotional investments.
- Participate in commercial planning meetings, follow ups with the field force, and ongoing performance reviews.

Essential requirements

- Bachelor ' s degree in Marketing, Business Administration, or related field.
- 1+ year of experience in marketing, commercial analytics, or a related role (recent graduates with strong internships will also be considered).
- Strong interest in brand management, portfolio management, and commercial planning.
- Analytical mindset with the ability to manage complexity and work with multiple data sources.
- Excellent communication and collaboration skills.
- English proficiency (intermediate level or higher).

What will help you succeed

- Previous exposure to the pharmaceutical, healthcare, or consumer goods industry.
- Experience supporting cross functional projects and working with multiple stakeholders.
- Curiosity, learning agility, and motivation to grow into future marketing leadership roles.

Benefits and Rewards

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>

Commitment to Diversity & Inclusion

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

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>

Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally. [Read our handbook \(PDF 30 MB\)](#)

部门

International

Business Unit

Finance

地点

Panama

站点

Panama

Company / Legal Entity

PA13 (FCRS = PA013) Novartis Panama, S.A.

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

```
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false, allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: {},
sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true,
showSpeedMenu: false }, css: "/modules/custom/arcticnckalturaaddon/css/kalturavideo.css",
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] }; // Check and add plugins only if they exist if
(KalturaPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(KalturaPlayer.plugins["transcript"]) { config.plugins["playkit-js-transcript"] = { position: "right", //
Default: bottom;('left', 'right', 'top', 'bottom') to enable transcript. expandMode: "over", // Default:
alongside;('alongside', 'hidden', 'over') expandOnFirstPlay: false, showTime: true, downloadDisabled:
false, printDisabled: false, disable: true }; } if (KalturaPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (KalturaPlayer.plugins["navigation"]) {
config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible:
false }; } if (KalturaPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; }
if (KalturaPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if
(KalturaPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if
(KalturaPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents =
[]; if (KalturaPlayer.plugins["googleAnalytics"]) { config.plugins.googleTagManager = {};
config.plugins.googleTagManager.customEventsTracking = {};
config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
config.plugins.googleTagManager.customEventsTracking.custom = [];
config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents:
false, playlistEvents: false, castEvents: false } }; }
```

```
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kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var
kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } // Load the Player for other
media. kalturaPlayer.loadMedia({entryId: "1_dgfvmafo"}); } catch (e) { console.error(e.message) }
```

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