NOVARTIS

Brand Manager | Immunology

Job ID
REQ-10079554

九月 29, 2026

Poland

摘要

#LI-Hybrid

Location: Warsaw, Poland
Relocation Support: This role is based in Warsaw, Poland. Novartis is unable to offer relocation support: please only apply if accessible.

Ready to shape the future of Immunology and make a meaningful impact on patients ’ lives? As a Brand Manager at Novartis, you will take ownership of your brand ’ s success–translating global strategies into powerful local initiatives that drive growth, innovation, and patient outcomes. Working cross-functionally, you will leverage data, insights, and omnichannel excellence to deliver impactful campaigns, enhance customer engagement, and ensure that patients receive the therapies they need. This is an exciting opportunity to combine strategic thinking with executional excellence in a dynamic, purpose-driven environment.

About the Role

Key Responsibilities

- Own end-to-end brand strategy, translating global direction into impactful local plans
- Design and execute omnichannel campaigns to maximize customer engagement and brand performance
- Analyze market, customer, and performance data to continuously optimize strategy and tactics
- Lead cross-functional collaboration across Sales, Medical, and Value & Access teams
- Drive brand growth through effective forecasting, demand planning, and budget management
- Develop customer segmentation and targeted messaging aligned with commercialization excellence standards
- Ensure compliant execution of all brand activities in line with Novartis policies and industry regulations

Essential Requirements

- University degree in life sciences, marketing, business, or a related field
- Proven experience in pharmaceutical brand management or marketing roles
- Strong understanding of healthcare systems, customers, and pharmaceutical market dynamics
- Demonstrated ability to develop and execute data-driven brand strategies and campaigns
- Experience working cross-functionally in a matrix organization with multiple stakeholders
- Excellent analytical, strategic thinking, and budget management skills

Rewards

At Novartis, we ' re committed to reimagining medicine together - and rewarding the people who make it happen.

Expected Annual Base Salary Range for role:

- Poland: PLN 174,500 - 324,100

The salary offered is determined based on gender-neutral objectives, such as relevant skills, competencies and experience in accordance with the Novartis pay setting policy and upon joining Novartis will be reviewed periodically.

The rewards of being part of our team go far beyond base pay and incentives. We also offer a variety of competitive benefits in kind to help you thrive personally and professionally, such as insurance plans, retirement plans, wellbeing resources and global recognition programs. In addition, we provide flexible and hybrid working options, where possible, and minimum 14 weeks paid parental leave.

You will be eligible for a company vehicle or a car allowance in accordance with the applicable local Novartis policies and guidelines.

Pay equity is a fundamental principle of our employment policy and reflects our commitment to create a diverse, equitable and inclusive environment that treats all employees with dignity and respect, as outlined in our Code of Ethics.

Read our brochure to learn more about our global total rewards offering: https://www.novartis.com/sites/novartiscom/files/novartis-life-handbook.pdf

Note: Benefits and compensation may vary by country and are subject to local legal requirements, including provisions of collective bargaining agreements where applicable. A full overview of your compensation package, including any relevant collective bargaining agreement details applicable to your role based on your employment location and Novartis employer entity, will be communicated separately to you during the application process.

Commitment to Diversity and Inclusion / EEO paragraph: 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)

Primary location salary range
z ł 174,500.00 - z ł 324,100.00

部门
International

Business Unit
Sales

地点
Poland

站点
Warsaw

Company / Legal Entity
PL03 (FCRS = PL003) Novartis Poland Sp. z o.o.

Functional Area
Marketing

Job Type
Full time

Employment Type
Temporary (Fixed Term)

Shift Work
No

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6aeec93c51b5d320031565", provider: { widgetId: "10m7rm1pm", partnerId: "2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false, muted: false, loop: false }, sources: { options: {}, startTime: 0 }, disableUserCache: "true", plugins: {}, sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu: false }, components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [{ presets:

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// Ensure the global player registry array always exists, regardless of embed type. window.kalturaPlayerVideos = window.kalturaPlayerVideos || []; try { var thumbEmbedPromise = thumbnailEmbed({config, mediaInfo: {entryId: "1dgfvmafo"}}); // thumbnailEmbed() returns a Promise that resolves with the player instance // when the user clicks the thumbnail. Use .then() to capture the player directly. thumbEmbedPromise .then(function(player) { window.kalturaPlayerVideos.push(player); // Notify kaltura<u>d</u>atalayer.js that a new player is ready so it can // attach custom event listeners immediately, regardless of when // the user clicked the thumbnail relative to page load. document.dispatchEvent(new CustomEvent('kalturaPlayerReady', { detail: { player: player } })); }) .catch(function(error) { console.error(error); }); } catch (e) { console.error(e.message) }

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