

Brand Manager Hematology

Job ID
REQ-10082593

7月 01, 2026

Romania

摘要

#LI-Hybrid

Bucharest, Romania

This role is based in Bucharest, Romania Novartis is unable to offer relocation support for this role. Please only apply if this location is accessible for you.

The Brand Manager is accountable for translating International and Regional Therapeutic Area strategy into locally relevant brand plans and executing them to deliver sustainable growth, market share, and patient impact for assigned brands. The role leverages local insights to optimize the marketing mix across the brand lifecycle and works cross-functionally to ensure effective, compliant execution in line with Novartis values and ethics.

About the Role

Key responsibilities

- Own and lead assigned brands across the lifecycle, translating global and regional strategies into impactful local brand plans with clear objectives, target audiences, key messages, and execution priorities.
- Deliver locally relevant brand strategies by leveraging customer, market, and disease insights to optimize execution and maximize patient and business impact.
- Design, execute, and continuously optimize integrated omnichannel campaigns and marketing initiatives, ensuring effective deployment of the marketing mix and measurement of results.
- Define customer segmentation and prioritization strategies and orchestrate customer journeys to deliver the right message through the right channels at the right time.
- Partner with and train sales teams on brand messaging, tactical execution, and customer engagement approaches to enhance reach and impact.
- Own brand performance, including achievement of sales, growth, and market share objectives, while leading forecasting, demand planning, and budget management activities.
- Lead product launch planning and execution, coordinate launch readiness activities, contribute to review processes, and drive follow-up actions to ensure successful market introduction.
- Lead and align cross-functional teams including Sales, Medical, Value & Access, and other stakeholders to ensure accountability and high-quality execution.
- Monitor performance through key insights, customer engagement metrics, and business outcomes, translating findings into optimization actions and strategic recommendations.
- Generate and apply customer, market, and performance insights while collaborating with production hubs and external partners to deliver compliant, high-quality initiatives and maximize content reuse.
- Drive patient activation, patient support programs, and service solutions that address non-medical barriers to care and enhance the patient treatment journey in alignment with global guidance.
- Ensure all activities comply with Novartis policies, SOPs, industry regulations, and ethical standards while maintaining active engagement with external stakeholders and healthcare professionals.

Essential Requirements

- University degree in life sciences, marketing, business, or a related field; fluency in English and the local country language; relevant experience in pharmaceutical brand management or marketing roles.
- Strong understanding of pharmaceutical markets, healthcare systems, customer needs, and industry dynamics.
- Demonstrated success in developing and executing brand strategies and tactical marketing plans.
- Proven expertise in omnichannel marketing, customer engagement, and campaign execution.
- Solid financial acumen with experience managing budgets, forecasts, and business performance.
- Strong cross-functional leadership, stakeholder management, and collaboration skills in matrix organizations.

- Ability to manage complexity, ambiguity, and multiple priorities in a fast-paced environment.
- Strategic and analytical mindset with the ability to leverage data and insights to drive decision-making.
- Experience incorporating digital and AI-enabled tools into daily work and marketing activities.
- High standards of ethics, integrity, compliance, and professional conduct.

Expected Annual Base Salary Range for role:

- 193,410.00 - 359,190.00 RON Annual

The base 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.

In addition to your base salary, you may be eligible for a performance-based bonus depending on certain performance parameters.

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 may 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.

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>

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>

Commitment to Diversity and 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 \(PDF 30 MB\)](#)

Primary location salary range
\$0.00 - \$0.00

部门
International

Business Unit
Marketing

地点
Romania

站点
Bucuresti

Company / Legal Entity

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a9ebf0c8c7d1808797724", 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:
['Playback', 'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
kPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(kPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(kPlayer.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 (kPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (kPlayer.plugins["navigation"]) { config.plugins.navigation =
{ position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; } if
(kPlayer.plugins["hotspots"]) { config.plugins["playkit-js-hotspots"] = { disable: true }; } if
(kPlayer.plugins["moderation"]) { config.plugins["playkit-js-moderation"] = { disable: true }; } if
(kPlayer.plugins["info"]) { config.plugins["playkit-js-info"] = { disable: true }; } if
(kPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents = []; if
(kPlayer.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 } }; }
```

```
// Ensure the global player registry array always exists, regardless of embed type.  
window.kalturaPlayerVideos = window.kalturaPlayerVideos || []; try { var thumbEmbedPromise =  
thumbEmbed({config, mediaInfo: {entryId: "1dgfvmafo"}}); // thumbEmbed() 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_data_layer.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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