

Associate Brand Manager

Job ID
REQ-10083163

7月 21, 2026

Israel

Available in: English

摘要

#LI-Hybrid

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

The Brand Manager is responsible for leading the development and execution of brand strategy and tactical plans for assigned brands, ensuring sustainable growth, market share expansion, and strong customer engagement. The role translates global and regional strategies into locally relevant initiatives and works collaboratively across functions to deliver business objectives while maintaining the highest standards of compliance and ethics.

About the Role

Key Responsibilities:

- Develop and execute strategic and tactical brand plans aligned with global, regional, and local priorities.
- Lead the execution, monitoring, and optimization of marketing initiatives and omnichannel campaigns to achieve brand objectives.
- Analyze market trends, customer insights, competitive activity, and business performance to identify growth opportunities and recommend corrective actions when needed.
- Drive brand performance, including sales forecasts, demand planning, budget management, and tracking of key performance indicators.
- Collaborate closely with Sales, Medical, Market Access, Regulatory, and other internal stakeholders to ensure aligned execution of brand plans.
- Lead the development and deployment of promotional materials and customer engagement activities in accordance with internal SOPs and compliance requirements.
- Build and maintain relationships with key healthcare professionals, opinion leaders, and relevant stakeholders to gather insights and support brand objectives.
- Support launch excellence activities and contribute to launch readiness planning when applicable.
- Partner with global and regional teams to localize and implement approved strategies, campaigns, and materials.
- Ensure all activities are conducted in full compliance with company policies, industry regulations, and ethical standards.

Essential Requirements:

- Minimum of 2 to 3 years of experience as Brand Manager or Product Specialist, alternatively: roles in Market Access
- Experience in pharmaceutical industry is mandatory
- Education: Science degree; MBA is as advantage
- Proficient Hebrew and English, both written and spoken
- Strong understanding of the pharmaceutical market, customer engagement models, and healthcare environment.
- Experience in strategic planning, project management, and cross-functional collaboration.
- Strong analytical skills with the ability to translate insights into actionable business plans.
- Data oriented
- Digital savvy

Desirable Requirements:

- Cardiology and CRM therapeutic area knowledge

About Novartis Israel:

Novartis is a leading pharmaceutical company renowned for its innovation. In Israel, we pioneered the introduction of advanced cell and gene therapies. Our commitment to research and development spans a wide range of therapeutic areas, including oncology, chronic conditions, and rare diseases. We take pride in being a proactive partner, contributing to the advancement of healthcare solutions.

As a global pharmaceutical leader headquartered in Switzerland, Novartis is among the largest pharmaceutical companies in Israel. Our mission is to lead in delivering innovative medicines to patients across the country. We are dedicated to fostering a dynamic work environment that promotes personal development and professional growth.

Commitment To Diversity & Inclusion:

We are 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

Marketing

地点

Israel

站点

Israel

Company / Legal Entity

IL04 (FCRS = IL004) Novartis Israel

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

```
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"kalturaplayer6a713e6bd96f7119582070", 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
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(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 =
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_dataalayer.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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