

Sales & Marketing Manager (KAM) Rare Disease

Job ID
REQ-10083482

8月 04, 2026

Switzerland

Available in: English

摘要

Location: Field-based, Switzerland-wide #LI-Hybrid

Purpose of the role:

The Sales & Marketing Manager leads and drives the sales and marketing strategy for Rare Neurological Diseases in Switzerland. They understand the patient, accounts and market needs as well as untapped business opportunities while exploring economic and clinical influence to improve healthcare delivery and accelerate patient access.

In this role, you are responsible for key account management at national level, managing the business relationship and activities with key accounts and relevant stakeholders. You will develop a deep understanding of customer challenges with respect to patients, identifying and implementing solutions that enhance patient care.

In addition, you will also own the marketing activities for this area by translating the insights into brand and tactical plans, coordinating local promotional initiatives, and ensuring alignment between

field execution and overall marketing strategy.

About the Role

Your responsibilities include, but are not limited to:

- Build Swiss Rare Neurological Disease roadmap, defining the strategic approach to address estimated patient pool and translate it into actionable account strategies and measurable business objectives
- Drive sales, product promotion and development in the designated accounts and their respective referral networks to achieve sales broader performance targets for assigned territory and sales objectives
- Develop customer development strategy, dedicated Key Account Management action plans, aligns on account objectives and executes
- Analyze market situation, including competitive intelligence activities on key accounts and competitors. Take proactive leadership role as a strategic scientific partner for customers in collaboration with other field matrix colleagues/cross-functional teams, driving initiatives to strengthen healthcare systems and to improve patient access and outcomes
- Lead the preparation of marketing strategies and individual tactical plans and shape assessment of future potential and initiation of key value-adding programs for the accounts
- Take ownership and accountability in building effective collaboration between Medical, Supply, Quality and other internal stakeholder in E2E process, fostering a patient-centric culture of openness, accountability and trust

What you ' ll bring to the role:

- University degree in business or life sciences
- Full professional proficiency in German and English, with French proficiency considered a strong advantage
- Proven experience as Field Force, as KAM and/or Sales Rep in the pharma industry, ideally in Neurology/ Rare Disease
- Experience in Marketing in the pharma industry preferred, ideally in actively rolling out campaigns
- In-depth knowledge of Swiss customer/ marketplace, key dynamics and current knowledge of key competitors and strategies within the Therapeutic Area
- Knowledge of the Swiss Healthcare System
- Strong analytical and strategic skills coupled with an entrepreneurial mindset

Benefits & 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: 99.400,00 - 184.600,00 CHF

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.

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:

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

Accessibility and Accommodation:

Novartis is committed to working with and providing reasonable accommodation to all individuals. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to receive more detailed information about the essential functions of a position, please send an e-mail to diversity.inclusionch@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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
CHF99,400.00 - CHF184,600.00

部门
International

Business Unit
Marketing

地点
Switzerland

站点
Rotkreuz (Field-Based)

Company / Legal Entity
C018 (FCRS = CH018) Novartis Pharma Schweiz AG

Functional Area
Sales

Job Type
Full time

Employment Type
Regular

Shift Work
No

```
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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"]) {
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config.plugins.floating = { disable: true }; if (kPlayer.plugins["navigation"]) { config.plugins.navigation =
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(kPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents = []; if
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config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
config.plugins.googleTagManager.customEventsTracking.custom = [];
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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_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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