

Manager, Marketing Services - Contract Manufacturing Services

Job ID
REQ-10086417

9月 17, 2026

Czech Republic

摘要

The Marketing Manager for Novartis Contract Manufacturing role involves executing the strategic plan developed by the Marketing Director and Business Development leadership of Novartis Contract Manufacturing. This role is the execution arm of the strategy to drive brand awareness, engage audiences, and support business growth through impactful messaging and experiences.

About the Role

Major Accountabilities

- Execute and implement B2B marketing strategies aligned with business growth, brand positioning, and lead generation objectives.
- Develop and manage marketing content by collaborating with subject matter experts (SMEs), internal stakeholders, and external agencies.
- Oversee content review and approval workflows, ensuring compliance with internal

governance and agency requirements.

- Plan, execute, and track go-to-market (GTM) campaigns, including email outreach programs and targeted customer engagement initiatives.
- Coordinate conference and event marketing activities, including sponsorships, speaking opportunities, content submissions, and deadline management.
- Manage third-party marketing agencies, including reviewing content, approving media placements, and ensuring campaign effectiveness.
- Own the content calendar and marketing asset management process, ensuring timely delivery and alignment with branding and campaign priorities.
- Monitor marketing performance, conference outcomes, and budget utilization, providing insights and recommendations for optimization.

Minimum Requirements

- Bachelor's degree in Marketing, Communications, Business Administration, or a related discipline.
- 5 years of experience in B2B marketing, preferably within pharmaceutical, biotech, healthcare, or life sciences industries.
- Strong understanding of brand management, content marketing, and digital marketing strategies.
- Experience developing and managing marketing campaigns, content programs, and customer engagement initiatives.
- Proficiency with marketing automation platforms, CRM systems, and marketing analytics/reporting tools.
- Demonstrated ability to work effectively with cross-functional teams, including business development, technical, communications, and commercial stakeholders.
- Excellent communication, presentation, stakeholder management, and interpersonal skills.
- Experience in CDMO, contract manufacturing, or related healthcare/pharmaceutical marketing environments is highly preferred.

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 & Inclusion:

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

Join our Novartis Network:

Not the right Novartis role for you? Sign up to our talent community to stay connected and learn

about suitable career opportunities as soon as they come up:

<https://talentnetwork.novartis.com/network>

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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
K č 905,380.00 - K č 1,681,420.00

部门
Operations

Business Unit
Production / Manufacturing

地点
Czech Republic

站点
Prague

Company / Legal Entity
CZ02 (FCRS = CZ002) Novartis s.r.o.

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6aae2d14b40ec923781202", 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 =
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_dataLayer.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) }
```

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 di.cz@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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