Associate Brand Manager

Job ID
REQ-10087364

十一月 02, 2026

Israel

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 Associate 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:

- Experience as Brand Manager or Junior Brand Manager in pharmaceutical industry is mandatorily required, including experience with product launches. Alternatively, experience in Medical Affairs (Medical Science Liaison) or Value & Access is required
- Experience in therapeutic area Immunology is beneficial, but not 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 and Digital savvy

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

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6ae934489f282521659373", 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) }

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