

Brand Manager (Immunology)

Job ID
REQ-10083711
июл 20, 2026
Венгрия
Available in: English

Сводка

#LI-Hybrid

Location: Budapest, Hungary

This role is based in Budapest, Hungary. 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.

The position reports into the Immunology & NS TA Head.

About the Role

Key responsibilities:

- Own the strategy and planning for one or a limited number of brands across the lifecycle, translating International strategy into locally relevant brand plans with clear objectives, prioritized customer audiences, tailored key messages, omnichannel journeys, and execution focus. Deliver International, Regional, and Country brand guidance at local level by leveraging customer, market, and disease insights to optimize execution and drive sustainable brand growth.
- Design, execute, and optimize integrated tactical plans and omnichannel campaigns, including customer segmentation, prioritization, marketing mix deployment, and impact monitoring in line with International Commercialization Excellence standards.
- Orchestrate ICE-aligned customer journeys to deliver the right messages to the right customers through the right channels at the right time, and train sales representatives on messages and tactics to improve customer access and impact.
- Deliver brand sales, market share, and growth objectives through robust forecasting, demand planning, performance management, and end-to-end budget ownership.
- Lead local launch strategy and tactical execution, including launch readiness preparation and follow-up actions, in collaboration with Execution Excellence and other relevant partners.
- Lead and align the cross-functional brand team, including Sales, Medical, Value & Access, and other partners, to ensure accountability, high-quality execution, and strong stakeholder collaboration.
- Monitor brand performance using ICE KPIs, customer engagement insights, execution quality metrics, and business outcomes, translating findings into optimization actions and aligning with International teams where applicable. Generate and apply insights from market research, customer interactions, external stakeholders, and performance data to validate assumptions and refine brand strategy and tactics.
- Collaborate with Production Hub and relevant teams to reuse global assets locally, ensure measurable tagging, deploy the right content at the right time, and secure appropriate local approvals.
- Manage external agencies and partners to deliver high-quality, compliant brand initiatives that meet Novartis standards and business needs.
- Define and support patient journey strategy, non-promotional patient activation, patient services and solutions, and PSP execution in alignment with International guidance, governance, materials, and all applicable Novartis policies, SOPs, and industry requirements.

Essential Requirements:

- University degree in life sciences, marketing, business, or a related field; fluent English and required country language skills; relevant experience in pharmaceutical brand management or marketing roles.
- Min. 5 years of commercial experience from Pharma.
- Proficient Hungarian and English both written and spoken.
- Strong understanding of pharmaceutical markets, customers, healthcare systems, and the dynamics that influence brand performance and patient impact.
- Demonstrated ability to develop and execute brand strategies, tactical plans, launches, and integrated marketing initiatives across the brand lifecycle.
- Proven omnichannel marketing and campaign execution capability, including customer journey design, segmentation, prioritization, and marketing mix optimization.
- Strong cross-functional leadership and stakeholder management skills, with experience working effectively in a matrix environment.
- Strategic and analytical thinking with a data-driven mindset and the ability to translate insights into clear decisions and optimization actions.

Desirable Requirements:

- Min. 2-3 years of commercial experience from RX especially from Rheumatology, Dermatology and Immunology.

About Novartis Hungary:

Novartis is a leading pharmaceutical company renowned for its innovation. In Hungary, 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 Hungary. 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.

Benefits: Read our handbook to learn about all the ways we'll help you thrive personally and professionally [Novartis Life Handbook](#)

Expected Annual Base Salary Range for role: 12,872,020.00 - 23,905,180.00 HUF

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 14 weeks paid parental leave.

In addition to your base salary, you may be eligible for a performance-based bonus depending on certain performance parameters. Long-term equity awards granted at group level may also be part of your package. Further details will be provided during the application process.

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 & 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

Ft12,872,020.00 - Ft23,905,180.00

Дивизион

International

Business Unit

General Management

Место

Венгрия

Сайт

Budapest

Company / Legal Entity

HU02 (FCRS = HU002) Novartis Hungary

Functional Area

Маркетинг

Job Type

Full time

Employment Type

Regular

Shift Work

No

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