

Brand Associate

Job ID

REQ-10074099

Apr 17, 2026

LOC_MX

About the Role

Key Responsibilities

1. Strategic & Performance Analytics (Core Accountability)

- Analyze TA and brand performance (sales, market share, growth, ROI, and key KPIs).
- Generate actionable insights from internal and external data sources (e.g., IQVIA, CRM, field force data, campaign analytics).
- Prepare analytical inputs for Business Reviews, TA reviews, OBP cycles, and planning processes.
- Identify risks, opportunities, and market trends impacting TA strategy and execution.

2. Brand & Therapeutic Area Strategy Enablement

- Support the Marketing Head and TA Head in translating TA strategy into tactical and operational plans.
- Contribute to the development, tracking, and follow-up of the One Brand Plan (OBP) from an analytical perspective.
- Support prioritization, segmentation, targeting, and resource allocation discussions.

3. Cross-Functional Execution Support

- Collaborate closely with Sales, Medical, Value & Access, and Execution Excellence to ensure aligned execution.
- Provide analytical support to pre-launch, launch, and post-launch activities.
- Ensure consistency of insights, priorities, and performance narratives across functions within the TA.

4. Governance, Planning & Follow-up

- Prepare executive-ready materials for TA governance forums (TA meetings, LT reviews, regional touchpoints).
- Track agreed priorities, milestones, and KPIs defined by the TA leadership.
- Ensure clarity, quality, and consistency of information presented to senior stakeholders.

5. Continuous Improvement & Capability Enablement

- Promote a data-driven mindset within the Therapeutic Area.
- Propose improvements to dashboards, reports, and analytical tools.
- Partner with Integrated Insights and Execution Excellence to continuously evolve analytical capabilities.

Requirements

- 1-2 years of experience in marketing plus pharma experience
- Bachelor's degree in marketing, administration or related
- Advanced English

Role Requirements

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 \(PDF 30 MB\)](#)

Division

DIV_IM

Business Unit

Marketing

Location

LOC_MX

Site

INSURGENTES

Company / Legal Entity

MX06 (FCRS = MX006) Novartis Farmacéutica S.A. de C.V.

Functional Area

FCT_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

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