

Senior Marketing Manager

Job ID

REQ-10077891

Jun 07, 2026

LOC_PH

About the Role

Key responsibilities:

- Localize and execute Therapeutic Area brand strategy aligned with global direction to drive growth and patient impact.
- Design and deliver omnichannel campaigns and customer journeys using segmentation, insights, and global content reuse.
- Define go-to-market model, customer segmentation, and marketing mix to optimize reach, relevance, and investment impact.
- Translate strategy into tactical plans, lead forecasting, and drive performance reviews and launch readiness.
- Lead execution of marketing programs including digital campaigns, content deployment, and healthcare professional engagement initiatives.
- Build strong cross-functional alignment across Medical, Sales, and Value & Access to deliver business results.
- Drive a high-performance culture through leadership, coaching, and continuous capability building within the brand team.

Requirements:

- Bachelor's degree in Science, Business, Marketing, or a related field.
- Proven marketing experience in oncology portfolios within the pharmaceutical or healthcare industry; sales experience is an advantage.
- Demonstrated success in product launches across the brand lifecycle.
- Strong analytical and strategic thinking skills, with the ability to innovate and challenge conventional approaches.
- Excellent communication and negotiation skills with the ability to influence cross-functional stakeholders.
- Strong project management capabilities, with experience driving complex initiatives from planning through execution.
- Experience in healthcare system strengthening is an advantage.

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.

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_PH

Site

Makati City

Company / Legal Entity

PH03 (FCRS = PH003) Novartis Healthcare Philippines, Inc

Functional Area

FCT_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

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