

# Brand Manager

Job ID

REQ-10077370

Jun 12, 2026

LOC\_MA

## About the Role

### Key Responsibilities

#### Strategic Leadership & Brand Stewardship

- Define and champion the brand vision, positioning, and strategic roadmap for the MTA cluster (Morocco, Tunisia, and Algeria), including pipeline assets and upcoming launches
- Lead cross-functional Brand Teams, ensuring integrated planning, launch preparedness, and consistent execution across all channels
- Identify portfolio opportunities, pipeline potential, and unmet medical needs, driving new product launch strategies, lifecycle planning, and corrective action plans to sustain long-term growth

#### Marketing Excellence & Operational Execution

- Develop and execute robust tactical plans, end-to-end launch strategies, and omnichannel campaigns that are customer-centric and fully compliant with internal SOPs and Code of Conduct guidelines
- Lead pre-launch, launch, and post-launch activities, including positioning, messaging, promotional material development, field force enablement, and launch performance reviews
- Monitor brand and launch performance through KPIs, market analytics, and customer feedback; proactively adjust strategies to optimize outcomes across the MTA cluster
- Manage brand and launch budgets and forecasts with a focus on efficiency, impact, and return on investment

#### Customer & Market Insights

- Engage with HCPs and KOLs to generate actionable insights that inform launch positioning, value propositions, and go-to-market strategies for Morocco, Tunisia, and Algeria
- Tailor launch and in-market messages according to patient segment needs, addressing clinical priorities, disease burden, and treatment pathways across MTA
- Build strategic partnerships with key institutions and stakeholders to support successful product adoption and launch penetration

#### Cross-Functional Collaboration & Launch Readiness

- Collaborate closely with Medical Affairs, Market Access, Regulatory, Sales, Supply Chain, and Global Marketing to ensure launch readiness and flawless execution
- Lead Integrated Brand Planning and Launch Excellence processes, ensuring alignment on timelines, objectives, risks, and mitigation plans
- Localize global and regional launch strategies and materials to reflect market dynamics, access conditions, and customer expectations across MTA

#### Key Performance Indicators

- Market share evolution, competitive positioning, and new product launch performance
- Quality and timeliness of launch execution and strategic/tactical plans
- Compliance with internal, regulatory, and ethical standards
- Effectiveness of cross-functional collaboration and stakeholder engagement

## Minimum Requirements

### Experience

- Minimum of 4 years of hands-on experience in pharmaceutical marketing, with a proven track record in leading or supporting successful product launches and brand lifecycle management in innovative or specialty therapies
- Experience leading cross-functional teams and managing complex launch projects in matrix environments

### Skills

- Strategic marketing, launch excellence, and lifecycle management expertise
- Strong analytical, forecasting, and decision-making capabilities
- Digital fluency and omnichannel campaign execution
- Influencing, negotiation, and stakeholder management skills
- Agility, resilience, and operational excellence

### Knowledge

- Deep understanding of the healthcare ecosystem, product launch pathways, therapeutic areas, and patient journeys
- Strong familiarity with regulatory frameworks, compliance standards, pricing, and market access considerations

### Languages

- Fluency in English & French

## Role Requirements

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Division

DIV\_IM

Business Unit

General Management

Location

LOC\_MA

Site

Casablanca

Company / Legal Entity

MA03 (FCRS = MA003) Novartis Pharma Maroc SA

Functional Area

FCT\_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

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