

Brand Manager Immunology - maternity leave

Job ID

REQ-10087080

Sep 17, 2026

LOC_IT

About the Role

Key responsibilities:

- Own end-to-end accountability for one or more brands across their lifecycle
- Translate global strategy into a local brand plan with clear objectives, target audiences, messaging, and omnichannel execution.
- Execute integrated omnichannel campaigns and optimize marketing mix using data, insights, and tools (e.g., DRO).
- Define customer segmentation, prioritization, and design ICE-aligned customer journeys; train sales teams on messaging and tactics.
- Deliver sales, growth, and market share targets; lead forecasting, demand planning, and budget management.
- Lead brand launches and readiness activities, coordinating cross-functional teams (Sales, Medical, Value & Access).
- Monitor performance via KPIs and insights, continuously refining strategy, campaigns, and execution quality.
- Ensure compliant execution, effective agency collaboration, content reuse, and strong engagement with HCPs and stakeholders.

Essential requirements

- University degree in Life Sciences, Marketing, Business, or related field; fluency in English and Italian.
- Experience in pharmaceutical brand management or marketing roles; experience in Immunology will be considered a plus.
- Strong understanding of pharma markets, customers, and healthcare systems.
- Proven ability to develop and execute brand strategies and tactical plans.
- Solid omnichannel marketing and campaign execution skills.
- Strong financial acumen, including budgeting and resource management.
- Experience in cross-functional leadership within matrix organizations; effective stakeholder management.
- Strategic, data-driven mindset with ability to manage complexity, leverage digital/AI tools, and uphold high ethics and compliance standards.

Why Novartis? Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the

most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

Benefits and rewards: Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

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.

People and culture

Role Requirements

Primary location salary range

€44,100.00 - €81,900.00

Division

DIV_IM

Business Unit

Sales

Location

LOC_IT

Site

Milano

Company / Legal Entity

IT08 (FCRS = IT008) Novartis Farma S.p.A.

Functional Area

FCT_MM

Job Type

Full time

Employment Type

Temporary (Fixed Term)

Shift Work

No

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