

Manager, Marketing Services - Contract Manufacturing Services

Job ID

REQ-10086417

Sep 17, 2026

LOC_CZ

About the Role

Major Accountabilities

- Execute and implement B2B marketing strategies aligned with business growth, brand positioning, and lead generation objectives.
- Develop and manage marketing content by collaborating with subject matter experts (SMEs), internal stakeholders, and external agencies.
- Oversee content review and approval workflows, ensuring compliance with internal governance and agency requirements.
- Plan, execute, and track go-to-market (GTM) campaigns, including email outreach programs and targeted customer engagement initiatives.
- Coordinate conference and event marketing activities, including sponsorships, speaking opportunities, content submissions, and deadline management.
- Manage third-party marketing agencies, including reviewing content, approving media placements, and ensuring campaign effectiveness.
- Own the content calendar and marketing asset management process, ensuring timely delivery and alignment with branding and campaign priorities.
- Monitor marketing performance, conference outcomes, and budget utilization, providing insights and recommendations for optimization.

Minimum Requirements

- Bachelor's degree in Marketing, Communications, Business Administration, or a related discipline.
- 5 years of experience in B2B marketing, preferably within pharmaceutical, biotech, healthcare, or life sciences industries.
- Strong understanding of brand management, content marketing, and digital marketing strategies.
- Experience developing and managing marketing campaigns, content programs, and customer engagement initiatives.
- Proficiency with marketing automation platforms, CRM systems, and marketing analytics/reporting tools.
- Demonstrated ability to work effectively with cross-functional teams, including business development, technical, communications, and commercial stakeholders.
- Excellent communication, presentation, stakeholder management, and interpersonal skills.
- Experience in CDMO, contract manufacturing, or related healthcare/pharmaceutical marketing environments is highly preferred.

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>

Commitment to Diversity & Inclusion:

Novartis is committed to building an outstanding, inclusive work environment and diverse team's representative of the patients and communities we serve.

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Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up: <https://talentnetwork.novartis.com/network>

Role Requirements

Primary location salary range

Kč905,380.00 - Kč1,681,420.00

Division

DIV_TO

Business Unit

Production / Manufacturing

Location

LOC_CZ

Site

Prague

Company / Legal Entity

CZ02 (FCRS = CZ002) Novartis s.r.o.

Functional Area

FCT_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

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