

Marketing Lead, Novartis Contract Manufacturing

Job ID

REQ-10086257

Sep 19, 2026

LOC_CZ

About the Role

Major Accountabilities

- Develop and execute integrated brand storytelling and marketing strategies that strengthen Novartis CDMO's market positioning, increase brand awareness, and create meaningful engagement with Large Pharma and Small-to-Mid Biotech customers.
- Own the end-to-end content strategy and editorial calendar, ensuring alignment with business priorities, solution offerings, campaign objectives, and long-term capacity planning requirements.
- Lead the creation of high-quality technical and thought leadership content, including white papers, case studies, articles, blogs, presentations, and customer success stories that support demand generation and commercial growth.
- Drive consistent brand messaging and visual identity across all digital, print, and event-based marketing materials, ensuring alignment with go-to-market strategies and customer buying journeys.
- Oversee the development of creative assets and marketing collateral, including graphics, videos, presentations, infographics, brochures, and promotional materials that enhance audience engagement and brand credibility.
- Provide strategic leadership for trade shows, conferences, webinars, and industry events, including content planning, booth messaging, presentations, demonstrations, and event-related marketing campaigns.
- Monitor, analyze, and optimize content and campaign performance using marketing analytics and KPI dashboards, leveraging insights to improve engagement, lead generation, conversion rates, SEO performance, and marketing ROI.
- Collaborate with global cross-functional stakeholders, including Business Development, Technical Operations, Communications, Commercial teams, and external partners, to deliver integrated marketing initiatives that support business growth and revenue objectives.

Minimum Requirements

- Bachelor's degree in Marketing, Communications, Business Administration, Life Sciences, or a related field is required; MBA or Master's degree with a specialization in Marketing, Digital Strategy, or Life Sciences is preferred.
- Minimum 8+ years of progressive B2B marketing experience, preferably within the pharmaceutical, biotechnology, healthcare, CDMO, or contract manufacturing industries.
- Demonstrated expertise in brand management, content marketing, and digital engagement strategies, with a proven ability to build and execute successful multi-channel marketing programs.
- Strong experience developing technical and scientific content, including white papers, case studies, thought leadership articles, presentations, and customer-facing marketing collateral.
- Proficiency in marketing technology platforms, including marketing automation tools, CRM systems, content management platforms, and marketing analytics dashboards.
- Strong analytical and performance marketing capabilities, with experience measuring campaign effectiveness, lead generation, conversion metrics, SEO performance, and marketing ROI.
- Proven ability to collaborate effectively across global and cross-functional teams, including Business Development, Technical Operations, Commercial, Communications, and external agency partners.
- Excellent communication, presentation, stakeholder management, and project management skills, with the ability to translate business objectives into actionable marketing strategies and manage multiple priorities in a fast-paced global environment.

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.

Join our Novartis Network:

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

Kč1,420,090.00 - Kč2,637,310.00

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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