

RLT HCS & Partnerships Head

Job ID
REQ-10008209

9月 03, 2024

China

摘要

-Responsible for devising and implementing marketing functional solutions that drive a scale and tangible impact. Provide 'Thought Leadership' abilities and expertise in shaping Brands and / or New Product strategies for a franchise as well as direct line management of a Brand Insights team to deliver tactical and strategic analyses for the portfolio. Design, coordinate, support commercial business decisions identify potential marketplace opportunities. To support sustainable growth in the region as well as to leverage strong commercial execution capabilities, provide expertise on specific areas such as Commercial Excellence, Digital and Launches while helping to co-ordinate and leverage the execution of commercial plans and growth initiatives across the region.

About the Role

Major accountabilities:

- Build functional expertise and core business capabilities within a function.

- Build and maintain internal and / or external networks -Provide input and guidance to the Data Strategy and Acquisition Lead on the development and maintenance of the data strategy for each brand /indication.
- Seeks out and interprets key trends in digital marketing, in order to drive necessary focus and innovation for business growth -Developing and implementing digital solutions that focus on addressing patient needs and improving patient outcomes with a positive impact and return on investment for our business.

Key performance indicators:

- Financial targets (Revenue, contributions, productivity improvement, cost management), quality: as per KPIs and qualitative feedback from the Country, improvement of predefined Business metrics

Minimum Requirements:

Work Experience:

- Leading large and/or diverse multi-functional teams.
- Project Management.
- Process management.
- Sales leadership.
- Operations Management and Execution.

Skills:

- Agility.
- Brand Awareness.
- Cross-Functional Collaboration.
- Customer Engagement.
- Customer Experience.
- Customer Insights.
- Data Strategy.
- Digital Marketing.
- Go-To-Market Strategy.
- Influencing Skills.
- Inspirational Leadership.
- Marketing Strategy.
- Media Campaigns.
- People Management.
- Product Marketing.
- Product Roadmap.
- Return On Investment (Roi).
- Stakeholder Engagement.
- Stakeholder Management.
- Strategic Marketing.

Languages :

- English.

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>

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部门

International

Business Unit

Innovative Medicines

地点

China

站点

Shanghai (Shanghai)

Company / Legal Entity

CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd

Functional Area

Marketing

Job Type

Full time

Employment Type
Regular

Shift Work
No

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



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