

## Brand Manager

Job ID  
REQ-10040818

2月 16, 2025

China

### 摘要

负责广阔市场对外合作项目鲲鹏项目四个肿瘤产品的品牌策略制定, 重点关注乳腺癌领域凯丽隆相关的品牌推广工作

### About the Role

负责广阔市场对外合作项目鲲鹏项目四个肿瘤产品的市场推广工作, 包括且不限于:

1. 结合数据分析、患者流/购买路径/习惯分析等市场洞察, 制定肿瘤产品在广阔市场的品牌推广策略、产品关键信息、销售话术等
2. 设计、审批及执行符合广阔市场学术需求的市场活动, 并确保活动的有效执行和合规管理
3. 赋能鲲鹏一线销售团队, 包括制定培训计划、整理培训内容、开展疾病产品知识培训及日常答疑等

#### 4.通过跨部门合作,整合中央市场部的学术资源

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  
正式

Shift Work  
No

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