

Marketing Manager - IPA

Job ID
REQ-10052108

5月 13, 2025

China

摘要

patients activation through disease education programs via HCP and HCS social accounts covering different HCP segmentation, with effective and adaptable engagement approaches.

About the Role

Major accountabilities:

- Measurement: active disease education HCP rate; # of content released by HCP/HCS; keywords share of voice in total Hyperlipidemia
- Role and Responsibility:
 - HCP engagement strategy and execute engagement plan with efficient approaches by different HCP segmentation
 - Disease education programs through HCP engagement forum and events
 - Develop disease education programs with HCO/HCS and seek for effective coverage

- Track engagement activity and provide improvement suggestions based on insights
- Major Accountabilities
 - Familiarity with the full-channel business models in pharmaceutical-related fields (hospitals, retail pharmacies, e-commerce, etc.)
 - With solid HCP engagement and activity execution experience in field
 - Strong self-motivation and interpersonal skills in X-function collaboration
 - Creative thinking, willing to take innovative practice, learning by doing

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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