

Digital Business Partner AD

Job ID
REQ-10052603

5月 26, 2025

China

摘要

-Responsible for ensuring the successful implementation and execution of the Commercial Strategy; take full accountability for brand insight across regional organization, and provide strategic insights that share /develop brand strategy. -Working collaboratively with cross functional teams to synthesize findings into actionable insights . -Responsible for territorial marketing activities in order to optimize and customize brands promotion, strengthening implementation, coordination and execution of Field Force and KAM activities. -Responsible for identifying and retaining talent -Lead the development and implementation of standards to support quality and compliance

About the Role

JTBD:

- Work closely with BU/Franchise to build brand level digital strategy & roadmap to fully align with

- business strategy and support business growth.
- Take lead and drive key digital activities ' business case planning, solution building and operational excellence, activities including but not limited to: omni-channel engagement, patient activation, broader market penetration, etc.
- Work closely with the digital strategic partnership lead to actively discover latest external ecosystem trends & customer behavior changes, and explore potential innovative techs/solutions that will be valuable in solving business problems and drive impact.
- Actively engage with marketing & field team to download customer & internal user ' s insight, and work with MarTech & infrastructure team to iterate current solutions & keep improving usage experiences.
- Support digital governance lead to drive digital compliance across BU/Franchise ' s digital activities.
- Key internal stakeholders including BU/Franchise Head, Marketing, Field Force, Medical, Field Excellence, Analytics, Field Training, Marketing Excellence, Legal, Compliance, Data Privacy.
- This role will act as personal contributor and work with cross-function teams to drive progress, hence open and transparent team collaboration spirit is highly expected.

Key Experience & Success Profile:

- 3+ years of experiences as digital business partners or consultants, experience in pharmaceutical/biotech or medical related industry is a plus
- Experience in pharma marketing or field force is highly desirable
- Thorough understanding to pharma business model & ways of working
- End to end digital solution/platform/project lead & management experience is a must
- Strong communication and stakeholder management skills
- Strong team collaboration spirit and time management
- Fluent in both spoken & written English

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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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