

(高级区域市场经理

Job ID
REQ-10071166

2月 05, 2026

China

摘要

特定营销子职能中的本地品牌经理或全球/区域/本地子职能专家。

与当地管理层和全球营销部门一致制定产品战略, 实施支持战术计划/项目。

About the Role

Major Accountabilities

- 准备集成品牌团队和发布团队的内容。
- 负责执行、监测和分析一致同意的战术计划, 以确保品牌的成长
- 按照内部 SOP 和行为准则章程领导制定宣传活动。
- 监测和控制品牌预算、预期支出和费用, 并评估产品的营销组合方案以评估成本效益和结果。
- 通过与客户互动来获得对区域市场的洞察力并找出机遇
- 举办集中营销活动以及区域性营销活动

·使用适当工具监测产品性能和外部环境, 并在需要时采取调整措施以实现经营目标
·与营销和医疗团队协作, 以最大限度地扩大活动: - 在指定区域内按疾病划分的童子军中心、KOLs 和 LL - 确定每个患者段的特定需求以及疾病对指定区域内每个患者的影响

Key Performance Indicators

·特定营销子职能中的本地品牌经理或全球/区域/本地子职能专家。

·与当地管理层和全球营销部门一致制定产品战略, 实施支持战术计划/项目。

Work Experience

跨文化经历
运营管理和执行
项目管理

Skills

数字营销
营销策略
产品策略
资产管理
产品营销
产品生命周期管理 (PLM)
对医疗保健行业的理解
重点疾病领域专业知识
商业卓越
卓越运营
以客户为导向
敏捷
影响技能
谈判技巧
持份者参与
利害关系人管理
战略合作伙伴
跨职能协作

Language

英语

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>

Benefits and Rewards: Learn about all the ways we 'll help you thrive personally and professionally.
[Read our handbook \(PDF 30 MB\)](#)

部门
International

Business Unit
Sales

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

```
function adjustKalturaPlayer() { var deviceWidth = window.innerWidth ||
document.documentElement.clientWidth || document.body.clientWidth; var mediaElement =
document.getElementById("kalturaplayer69c2c956104aa228346464"); var mediaContainer =
mediaElement.closest('.nc-kaltura-media'); var originalWidth = "1200px"; var originalHeight = "674px";
var originalWidthValue = parseFloat(originalWidth); var originalHeightValue =
```

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parseFloat(originalHeight); var mediaType = "video"; var isResponsive = false; // Get computed styles
of the container element. var parentStyles = window.getComputedStyle(mediaContainer); var
finalWidth = parseFloat(parentStyles.width); if (finalWidth > 0) var config = { targetId:
"kalturaplayer69c2c956104aa228346464", provider: { widgetId: "10m7rm1pm", partnerId:
"2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false,
allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: { download: {
disable: true }, "playkit-js-transcript":{ position: "right", // Default: bottom;( ' left ', ' right', ' top ', 'bottom ' ) to
enable transcript. expandMode: "over", // Default: alongside;( ' alongside', ' hidden ', 'over' )
expandOnFirstPlay: false, showTime: true, downloadDisabled: false, printDisabled: false, disable:
true } }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu: false },
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; config.plugins.preventSeek = { preventSeekForward:
false, preventSeek: false }; config.plugins.floating = { disable: true }; config.plugins.navigation = {
position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; config.plugins['playkit-
js-hotspots'] = { disable: true }; config.plugins['playkit-js-moderation'] = { disable: true };
config.plugins['playkit-js-info'] = { disable: true }; config.plugins.share = { disable: true };
config.ui.uiComponents = []; config.plugins.googleTagManager = {};
config.plugins.googleTagManager.customEventsTracking = {};
config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
config.plugins.googleTagManager.customEventsTracking.custom = [];
config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents:
false, playlistEvents: false, castEvents: false } };

```

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try { var kalturaPlayer = KalturaPlayer.setup(config); // Add the player to the global array. if (typeof
kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var
kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } // Load the Player for other
media. kalturaPlayer.loadMedia({entryId: "1dgfvmafo"}); setTimeout(() => {
setupAutoPause(kalturaPlayerVideos); }, 500); function setupAutoPause(players) {
players.forEach((currentPlayer) => { currentPlayer.addEventListener('play', () => {
players.forEach((otherPlayer) => { if (otherPlayer !== currentPlayer && typeof otherPlayer.pause ===
'function') { otherPlayer.pause(); } })); }); }); } catch (e) { console.error(e.message) }

```



VIDEO

无障碍及便利 设施

诺华 承诺 与残障人士共事并 为 他们 提供合理的便利 设施。如果您由于健康状况或残障 在招聘 过程的任何 环节 需要合理便利 设施 或者 为了履行 职位的基本 职能 请发送 电子邮件至 diversityandincl.china@novartis.com 告知您的需求和 联 系方式, 并在 邮件中附上您的 职位申 请编号。

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2. <https://www.novartis.com/sites/novartiscom/files/novartis-life-handbook.pdf>
3. <mailto:diversityandincl.china@novartis.com>
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