

Strategy Manager

Job ID
REQ-10071184

2月 06, 2026

Taiwan

摘要

#LI-Hybrid

This role is based in Taipei, Taiwan. Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

This is a role equivalent to a local Brand Manager OR global/regional/local sub-function specialists within a specific marketing sub-function.

You will define product strategy in agreement with local management and global marketing department, and implement supporting tactical plans/projects.

In this role, you will report to the Business Lead.

About the Role

Key Responsibilities:

- Prepare strategic content for Integrated Brand Teams and Launch Teams to support brand objectives.
- Execute, monitor, and analyze tactical plans to drive brand growth and ensure delivery of agreed outcomes.
- Lead the development of promotional activities in compliance with internal SOPs and Code of Conduct.
- Manage brand budgets, forecasts, and expenses, assessing the marketing mix for cost - effectiveness and performance.
- Identify market insights and new opportunities through ongoing customer interactions.
- Implement centrally developed and regionally initiated marketing activities within the assigned territory.
- Monitor product performance and external market dynamics, taking corrective action to meet business goals.
- Collaborate with Marketing and Medical teams to maximize activities, including scouting centers/KOLs/OLs and identifying patient - segment needs.

Requirements:

- Proven experience in an international pharmaceutical company.
- New product launch experience in marketing.
- Minimum 3 years of marketing experience in the pharmaceutical industry. Strong cross-country networking and communication skills.
- Demonstrated expertise in Project Management and Operations Execution.

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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
Marketing

地点
Taiwan

站点
Taipei

Company / Legal Entity
TW03 (FCRS = TW003) Novartis (Taiwan) Co. Ltd

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

```
function adjustKalturaPlayer() { var deviceWidth = window.innerWidth ||
document.documentElement.clientWidth || document.body.clientWidth; var mediaElement =
document.getElementById("kalturaplayer69c7707154d78731178998"); var mediaContainer =
mediaElement.closest('.nc-kaltura-media'); var originalWidth = "1200px"; var originalHeight = "674px";
var originalWidthValue = parseFloat(originalWidth); var originalHeightValue =
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  var config = { targetId:
"kalturaplayer69c7707154d78731178998", 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 } };
```

```
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: "1dgvfmafo"}); 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

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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