

Sr. Business Insight & Strategy Manager

Job ID
REQ-10071439

2月 27, 2026

China

摘要

探索、开发、实施和评估满足客户需求的数字创新解决方案。与主要利益相关者共同创造，建立伙伴关系和协作

- 领导跨各种创意和营销渠道包括印刷和数字媒体的多个项目的交付。在项目的设计、开发和生产阶段制定和协调项目计划，以支持在设定的 KPI 内成功交付。
- 与品牌团队、技术团队和所有职能部门合作，实现价值最大化
- 提供产品商业化战略的咨询、建议和协助，并通过交付经过验证的基于分析的项目，以最佳方式影响营销/营销销售运营团队对销售人员资源分配的决策。
- 为诺华内部客户提供分析支持

About the Role

Major Accountabilities

- 规划和管理，收集需求以制定详细的项目计划和项目估算到任务级别。主动协助业务部门识别即将发

生的冲突和资源缺口。

-作为与全球和本地品牌团队进行项目规划和交付管理的接口。

-领导和交付区域和全球团队的项目，确保遵守时间表和质量目标。

-确保交付高效和高品质的可交付成果。对临时请求提供有效和及时的响应。

-管理一支高效、高素质的团队，促进资源之间的协同作用和最佳实践共享，推动与国家组织的合作，管理高标准的沟通和提供一流的服务。

-提供有关商业流程的培训要求的指导

-主动推动跨品牌报告标准化

Key Performance Indicators

-探索、开发、实施和评估满足客户需求的数字创新解决方案。与主要利益相关者共同创造，建立伙伴关系和协作

-领导跨各种创意和营销渠道包括印刷和数字媒体的多个项目的交付。在项目的设计、开发和生产阶段制定和协调项目计划，以支持在设定的 KPI 内成功交付。

-与品牌团队、技术团队和所有职能部门合作，实现价值最大化

-提供产品商业化战略的咨询、建议和协助，并通过交付经过验证的基于分析的项目，以最佳方式影响营销/营销销售运营团队对销售人员资源分配的决策。

-为诺华内部客户提供分析支持

Work Experience

跨文化经历

运营管理和执行

项目管理

Skills

广告活动

分析思维

品牌知名度

业务分析

商业网络

协作

交付管理

数字营销

数字媒体

电子邮件营销

营销计划

营销策略

媒体宣传

销售

战略营销

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("kalturaplayer69c355e2c2d2a190351654"); 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:
"kalturaplayer69c355e2c2d2a190351654", 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: "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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