

(Senior) Marketing Manager -Hema

Job ID
REQ-10084551

7月 26, 2026

China

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摘要

Marketing leader in a small revenue organization OR experienced managers of marketing sub-function. Develop and drive the execution of brand marketing plans with the objective to maximize market share and revenue growth in the market.

About the Role

Major Accountabilities

- Podpora z visoko kakovostnim pravo č asno tr ž enje vlo ž kov s trga in izvajanje takti č nih na č rtov / projektov, da bi pove č ali vrednost blagovne znamke(-e) z upravljanjem ž ivljenjskega cikla
- Za zagotovitev dolgoro č ne prisotnosti portfelja izdelkov na farmacevtskem trgu v skladu s

strate š kimi cilji

-Za opredelitev naju č inkovitej š ih tr ž nih segmentov za spodbujanje proizvodov je najbolj obetaven cilj

-Preu č evanje zdravstvenih in tr ž nih informacij o izdelkih podjetja za opredelitev njihovih koristi, tr ž nega dele ž a, pozicioniranje razmeroma do ciljnih skupin konkurentov, strategija promocije tr ž enja v skladu z opredeljenimi ciljnimi skupinami.

-Preu č iti socio-demografske zna č ilnosti potro š nikov, njihove potrebe, merila in vzorce porabe strate š kih proizvodov.

-Č e ž elite na č rtovati taktiko promocije izdelkov, razviti shemo, oblike, metode in tehnologijo promocije (akcijski na č rt, medijski na č rt), izvajati pogoje finan č ne discipline v skladu s prora č unom.

-Č e ž elite na č rtovati ponudbo in povpra š evanje po proizvodih na podro č ju odgovornosti, ustvarite na č rte ciklov, izvajanje in napovedi prometa (letni tr ž ni na č rt, napoved valjanja, mese č ni sekundarni prodajni na č rt).

-Razviti in organizirati dogodke, ustvariti na č rtovano raven distribucije in sistemati č no izvajanje novih izdelkov.

-Dati prednost virom in dejavnostim v smeri odli č nosti ter vzpostaviti ustrezne procese in KPI za redno poro č anje o napredku in vpogledih klju č nih zainteresiranih strani, ki so vklju č ene v to. Zagotovite enak pristop med ekipo za tr ž enje strank.

-Vodja tr ž enja za podporo pri gradnji letnega prora č una in pri upravljanju mese č ne finan č ne napovedi skupnih nalo ž b

-Poro č anje o tehni č nih prito ž bah / ne ž elenih dogodkih / scenarijih posebnih primerov, povezanih z Novartis izdelki v roku 24 ur po prejemu

-Distribucija vzorcev tr ž enja (kjer je primerno)

Key Performance Indicators

Vodja tr ž enja v majhni organizaciji prihodkov ALI izku š eni mened ž erji tr ž enjske pod funkcije. Razviti in pognati izpeljavo tr ž nih na č rtov blagovnih znamk s ciljem pove č ati tr ž ni dele ž in rast prihodkov na trgu.

Work Experience

~

Skills

Upravljanje premo ž enja

Tr ž na strategija

Tr ž enje izdelkov

Upravljanje ž ivljenjskega cikla izdelka (Plm)

Razumevanje zdravstvenega sektorja

Strokovno znanje o prednostnih podro č jih boleznih

Komercialna odli č nost

Operativna odli č nost

Usmerjenost k strankam

Agility

Vplivanje na spretnosti

Pogajalske spretnosti

Sodelovanje dele ž nikov

Upravljanje dele ž nikov

Strate š ka partnerstva

Medfunkcionalno sodelovanje

Language

Angle š č ina

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

Marketing

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
Redni sodelavec

Shift Work
No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a73931572b94962498525", provider: { widgetId: "10m7rm1pm", partnerId:
"2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false, muted: false, loop:
false }, sources: { options: {}, startTime: 0 }, disableUserCache: "true", plugins: {}, sources: { options:
{}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu:
false }, components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets:
['Playback', 'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
kPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(kPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(kPlayer.plugins["transcript"]) { config.plugins["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 }; } if (kPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (kPlayer.plugins["navigation"]) { config.plugins.navigation =
{ position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; } if
(kPlayer.plugins["hotspots"]) { config.plugins["playkit-js-hotspots"] = { disable: true }; } if
(kPlayer.plugins["moderation"]) { config.plugins["playkit-js-moderation"] = { disable: true }; } if
(kPlayer.plugins["info"]) { config.plugins["playkit-js-info"] = { disable: true }; } if
(kPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents = []; if
(kPlayer.plugins["googleAnalytics"]) { 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 } }; }
```

```
// Ensure the global player registry array always exists, regardless of embed type.
window.kalturaPlayerVideos = window.kalturaPlayerVideos || []; try { var thumbEmbedPromise =
thumbnailEmbed({config, mediaInfo: {entryId: "1dgfvmafo"}}); // thumbnailEmbed() returns a
Promise that resolves with the player instance // when the user clicks the thumbnail. Use .then() to
capture the player directly. thumbEmbedPromise .then(function(player) {
window.kalturaPlayerVideos.push(player); // Notify kaltura_adatalayer.js that a new player is ready so
it can // attach custom event listeners immediately, regardless of when // the user clicked the
thumbnail relative to page load. document.dispatchEvent(new CustomEvent('kalturaPlayerReady', {
detail: { player: player } })); }) .catch(function(error) { console.error(error); }); } catch (e) {
console.error(e.message) }
```

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