

(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

- 支持来自市场的高质量及时营销投入,并实施战术计划/项目,以通过生命周期管理实现品牌价值最大化
- 根据战略目标确保产品组合在制药市场的长期存在

- 确定最有效的细分市场推广产品,最有前途的目标
- 研究公司产品的医疗和营销信息,以确定其优势,市场份额,相对于目标群体的竞争对手定位,根据确定的目标群体进行营销推广策略。
- 研究消费者的社会人口特征,他们的需求,标准和态度,战略产品的消费模式。
- 规划产品促销策略,制定促销方案、形式、方法和技术行动计划、媒体计划,根据预算执行财务纪律条款。
- 计划责任范围内产品的供需,创建周期计划,实施和预测营业额年度营销计划,滚动预测,每月二级销售计划。)
- 开发和组织活动,创建新产品的计划分发和系统实施水平。
- 优先考虑资源和活动以实现卓越,并建立适当的流程和KPI来执行和跟踪,定期向所涉及的关键利益相关者报告进度和见解。保证客户营销团队中采用相同的方法。
- 支持营销主管制定年度预算并管理总投资的每月财务预测
- 在收到后24小时内报告与诺华产品相关的技术投诉/不良事件/特殊情况
- 分发营销样本如适用)

Key Performance Indicators

小型收入组织的营销主管或经验丰富的营销子职能经理。
制定并推动品牌营销计划的执行,以最大限度地提高市场份额和收入增长。

Work Experience

~

Skills

资产管理
营销策略
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
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
正式

Shift Work
No

```

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a728e2da80d0896485738", 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_dataLayer.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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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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11. <https://www.novartis.com/about/strategy/people-and-culture>
12. <https://www.novartis.com/sites/novartis.com/files/novartis-life-handbook.pdf>
13. <mailto:diversityandincl.china@novartis.com>
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