(Senior)Brand Manager

Job ID
REQ-10084604

九月 08, 2026

Hong Kong Special Administrative Region, China

Na voljo v: Sloven š č in a | Русский | Deutsch | English | Espa ñ ol | Fran ç ais | Italiano | 日本語 | Nederlands | T ü rk | 中文

摘要

Łocal Brand Managers OR global / regional / local sub-function specialists within specific marketing sub-function.

Ꝺpredeliti strategijo izdelka v dogovoru z lokalnim upravljanjem in globalnim oddelkom za tr ž enje ter izvajati podporne takti č ne na č rte/projekte.

About the Role

Major Accountabilities

-Pripravlja vsebino integriranih blagovnih znamk Teams in Launch Teams.

-Odgovoren za izvajanje, spremljanje in analizo dogovorjenih takti č nih na č rtov, da se zagotovi rast blagovnih znamk
-Vodenje razvoja promocijskih dejavnosti v skladu z internimi smernicami SOP in kodeksa ravnanja
-Spremljanje in nadziranje prora č una, napovedi in stro š ke blagovnih znamk in ocena tr ž ne kombinacije izdelka, da se oceni stro š kovno u č inkovitost in rezultate.
-S pomo č jo interakcij s kupci prepozna vpoglede in prilo ž nosti trga na obmo č ju
-Izvaja osrednje tr ž enjske aktivnosti, pa tudi regionalne tr ž ne dejavnosti
-Spremlja uspe š nost izdelkov in zunanje okolje z uporabo ustreznih orodij in po potrebi korektivne ukrepe za doseganje poslovnih ciljev
-Sodelujte z marketin š kimi in medicinskimi ekipami za č im ve č aktivnosti: - Skavtski centri, KOL in OLs po bolezni na dodeljenem ozemlju - Opredelite posebne potrebe za vsak segment bolnikov in posledice bolezni za vsakega od njih na dodeljenem ozemlju

Key Performance Indicators

Łocal Brand Managers OR global / regional / local sub-function specialists within specific marketing sub-function.

Opredeliti strategijo izdelka v dogovoru z lokalnim upravljanjem in globalnim oddelkom za tr ž enje ter izvajati podporne takti č ne na č rte/projekte.

Work Experience

Medkulturne izku š nje
Vodenje operacij in izvr š evanje
Vodenje projektov

Skills

Digitalni marketing
Tr ž na strategija
Strategija izdelkov
Upravljanje premo ž enja
Tr ž enje izdelkov
Upravljanje ž ivljenjskega cikla izdelka (Plm)
Razumevanje zdravstvenega sektorja
Strokovno znanje o prednostnih podro č jih bolezni
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
Sales

地点
Hong Kong Special Administrative Region, China

站点
Hong Kong

Company / Legal Entity
HK02 (FCRS = HK002) Novartis Pharma

Functional Area
Marketing

Job Type
Full time

Employment Type
Redni sodelavec

Shift Work
No

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