

(Senior) Brand Manager- BC

Job ID
REQ-10085307

九月 03, 2026

China

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摘要

Local Brand Managers OR global / regional / local sub-function specialists all'interno di una specifica sotto-funzione di marketing.

Definire la strategia del prodotto in accordo con il dipartimento di gestione locale e marketing globale e implementare piani/progetti tattici di supporto.

About the Role

Major Accountabilities

Prepara i contenuti dei team integrati del marchio e dei team di lancio.

- Responsabile dell'esecuzione, del monitoraggio e dell'analisi dei piani tattici concordati al fine di garantire la crescita del/dei marchio/i
- Guida lo sviluppo di attività promozionali in linea con le linee guida interne e il Codice di condotta.
- Monitorare e controllare i budget, le previsioni e le spese del marchio e valutare il marketing mix del prodotto per valutare l'efficacia dei costi e i risultati.
- Identifica le informazioni e le opportunità del mercato dell'area tramite le interazioni con i clienti
- Esegue attività di marketing centrali e attività di marketing avviate a livello regionale
- Monitora le prestazioni del prodotto e l'ambiente esterno utilizzando gli strumenti appropriati e adottando misure correttive se necessario per raggiungere gli obiettivi aziendali
- Collaborare con team di Marketing e Medical per massimizzare le attività : - Centri scout, KOL e OLI per malattia all'interno del territorio assegnato - Identificare esigenze specifiche per ogni segmento di pazienti e le implicazioni della malattia per ciascuno di essi all'interno del territorio assegnato

Key Performance Indicators

Local Brand Managers OR global / regional / local sub-function specialists all'interno di una specifica sotto-funzione di marketing.

Definire la strategia del prodotto in accordo con il dipartimento di gestione locale e marketing globale e implementare piani/progetti tattici di supporto.

Work Experience

Esperienze interculturali
Operations management and execution
Project Management

Skills

Marketing Digitale
Strategia di marketing
Strategia di prodotto
Gestione delle risorse
Marketing del prodotto
Gestione del ciclo di vita del prodotto (PLM)
Comprensione del settore sanitario
Aree patologiche prioritarie Competenza
Eccellenza Commerciale
Eccellenza operativa
Orientamento al cliente
Agilità
Influenzare le competenze
Capacità di negoziazione
Coinvolgimento degli stakeholder
Gestione degli stakeholder
Partnership strategiche
Collaborazione interfunzionale

Language

Inglese

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

Regolare

Shift Work
No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6abb16b2058a4267639424", 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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