

(Senior) Brand Manager-IPA

Job ID
REQ-10085595

8月 12, 2026

China

摘要

该岗位将负责IgA肾病领域的患者教育与患者管理工作,围绕患者疾病认知、诊疗路径和长期管理需求,推动高质量、可持续的患者教育项目落地。岗位将与肾科医生、医院及科室团队保持紧密合作,整合诺华e时代科普素材、肾穿刺安心课以及“IgA肾病百问”等患者教育项目,帮助医院和科室持续开展规范化、专业化且更贴近患者需求的教育活动,助力IgA肾病患者实现早诊断、早干预和早达标。

About the Role

主要职责：

- 基于IgA肾病患者旅程、疾病管理痛点及品牌策略,制定并推动患者教育与管理项目的实施计划。
- 与肾科医生、医院及科室团队紧密协作,支持医院端持续开展高质量患者教育,提升患者对疾病、肾穿刺、治疗目标和长期管理的理解。

- 整合并优化诺华e时代科普素材、肾穿刺安心课、“IgA肾病百问”等教育资源，形成可复制、可推广的患者教育方案。
- 与医学、市场、销售团队及外部合作伙伴协同，确保项目内容专业合规、执行高效，并能够支持一线落地。
- 持续追踪项目覆盖、患者触达、教育活动质量和参与反馈，并基于数据不断优化项目影响力。

任职要求：

- 具备较强的患者教育、疾病科普或慢病管理项目经验，有肾科、罕见病或慢病领域经验者优先。
- 能够将医学和疾病知识转化为患者易理解、医生认可且符合合规要求的教育内容。
- 具备良好的跨部门协作和项目管理能力，能够与医学、市场、销售、医院及外部合作方高效沟通。
- 结果导向，具备较强执行力、学习能力和创新意识，愿意探索更有效的患者触达和教育模式。
- 良好的中英文沟通能力，能够支持内部汇报、项目沟通及跨团队协作。

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

Regular

Shift Work

No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a99fa4613d37921599722", 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) }
```

Accessibility and accommodation

Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.china@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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