NOVARTIS

(Senior Brand Manager-IPA

Job ID
REQ-10090922

十月 28, 2026

China

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摘要

Gerentes de marcas locales O especialistas globales / regionales / locales en sub-funci ó n dentro de una sub-funci ó n de marketing espec í fica.

Definir la estrategia de productos de acuerdo con la gesti ó n local y el departamento de marketing global, e implementar planes/proyectos t á cticos de apoyo.

About the Role

Major Accountabilities

Prepara el contenido de los equipos de marca integrados y los equipos de lanzamiento.

~Responsable de la ejecuci ó n, seguimiento y an á lisis de los planes t á cticos acordados con el fin de asegurar el crecimiento de la(s) marca(s)
~Liderar el desarrollo de actividades promocionales de acuerdo con las directrices internas de los POE y del C ó digo de Conducta.
~Supervise y controle los presupuestos, previsiones y gastos de la marca y eval ú e la combinaci ó n de marketing del producto para evaluar la rentabilidad y los resultados.
~Identifica la informaci ó n y la oportunidad del mercado del á rea a trav é s de las interacciones con los clientes
~Ejecuta actividades centrales de marketing, as í como actividades regionales de marketing iniciadas
~Supervisa el rendimiento del producto y el entorno externo utilizando las herramientas adecuadas y tomando medidas correctivas si es necesario para cumplir con los objetivos del negocio
~Colaborar con equipos de Marketing y Medicina para maximizar las actividades: - Centros Scout, KOLs y OLs por enfermedad dentro del territorio asignado - Identificar necesidades espec í ficas para cada segmento de pacientes y las implicaciones de la enfermedad para cada uno de ellos dentro del territorio asignado

Key Performance Indicators

' Gerentes de marcas locales O especialistas globales / regionales / locales en sub-funci ó n dentro de una sub-funci ó n de marketing espec í fica.

'Definir la estrategia de productos de acuerdo con la gesti ó n local y el departamento de marketing global, e implementar planes/proyectos t á cticos de apoyo.

Work Experience

Experiencia multicultural
Gesti ó n y ejecuci ó n de operaciones
Gesti ó n de proyectos

Skills

Digital Marketing
Estrategia de marketing
Estrategia de producto
Gesti ó n de Activos
Comercializaci ó n de productos
Gesti ó n del ciclo de vida del producto (Plm)
Comprensi ó n del sector sanitario
Experiencia en Á reas de Enfermedades Prioritarias
Excelencia Comercial
Excelencia operativa
Orientaci ó n al cliente
Agilidad
Habilidades de influencia
Habilidades de negociaci ó n
Participaci ó n de las partes interesadas
Gesti ó n de Grupos de Inter é s
Alianzas estrat é gicas
Colaboraci ó n multifuncional

Language

Ingl é s

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: "kalturaplayer6ae99f8645952942373708", 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 } }; }

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