NOVARTIS

(Senior Brand Manager-IPA

Job ID
REQ-10090922

十月 28, 2026

China

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摘要

Gestionnaires de marques locales OU sp é cialistes de sous-fonctions mondiales/ r é gionales/locales au sein d ' une sous-fonction marketing sp é cifique.

Đ é finir la strat é gie produit en accord avec la direction locale et le d é partement marketing mondial, et mettre en œuvre des plans/projets tactiques de soutien.

About the Role

Major Accountabilities

Pr é pare le contenu des é quipes de marque int é gr é es et des é quipes de lancement.

~Responsable de la mise en œuvre, de la surveillance et de l'analyse de correctives tactiques convenus pour assurer la croissance de la (des) marque(s)
~Diriger l ' é laboration des activit é s promotionnelles conform é ment aux directives internes de SOP et du code de conduite.
~Surveille et contr ô le les budgets de marq, les pr é visions et les d é penses et é valuer le mix marketing de produits pour é valuer le rapport co û t-efficacit é et les r é sultats.
~Identifie observ et possibilit é s du march é de la r é gion via les interactions des clients
~Effectue les activit é s du marketing central ainsi que les activit é s marketing r é gionales entreprises
~Surveille performance produits et l'environnement externe à l'aide des outils appropri é s et prendre mesures correctives le cas é ch é ant pour atteindre le objectifs d'affaires
~Collaborer avec les é quipes marketing et m é dicales afin de maximiser les activit é s : - Centres scouts, KOL et LO par maladie sur le territoire assign é - Identifier les besoins sp é cifiques de chaque segment de patients et les implications de la maladie pour chacun d ' eux sur le territoire assign é

Key Performance Indicators

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Work Experience

Exp é rience interculturelle
Gestion et ex é cution des op é rations
Gestion de projet

Skills

Marketing num é rique
Strat é gie marketing
Strat é gie produit
Gestion d'actifs
Marketing des produits
Gestion du cycle de vie des produits (Plm)
Compr é hension du secteur de la sant é
Đomaines d'expertise prioritaires en mati è re de maladies
Excellence commerciale
Excellence op é rationnelle
Orientation client
Agilit é
Comp é tences d'influence
Comp é tences en n é gociation
Engagement des parties prenantes
Gestion des parties prenantes
Partenariats strat é giques
Collaboration interfonctionnelle

Language

Anglais

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
CDI

Shift Work
No

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6ae9d1bf099ef605155323", 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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