(Senior Brand Manager-IPA

Job ID
REQ-10090922

十月 28, 2026

China

Beschikbaar binnen: Nederlands | Deutsch | English | Espa ñ ol | Fran ç ais | Italiano | 日本語 | P y c c | Slovenš č ina | T ü rk | 中文

摘要

Local Brand Managers OR global / regional / local sub-function specialisten binnen een specifieke marketing sub-functie.

Definieer productstrategie in overeenstemming met lokaal management en wereldwijde marketingafdeling en voer ondersteunende tactische plannen/projecten uit.

About the Role

Major Accountabilities

Bereidt inhoud van ge ï ntegreerde merkteams voor en startteams.

-Verantwoordelijk voor uitvoering, volgen en analyse van de overeengekomen tactische plannen om te zorgen voor de groei van de merk(en)
-Leiden van de ontwikkeling van promotionele activiteiten in lijn met interne SOP's en richtlijnen voor de gedragscode.
-Volgen en regelen van budgetten voor merken, prognoses en onkosten en de marketingmix beoordelen van het product om kosteneffectiviteit en resultaten te evalueren.
-Bepaalt inzichten over marktinzichten en kans via klantinteracties
-Voert centrale marketingactiviteiten uit en ook regionaal begonnen marketing-activiteiten
-Controleert productprestaties en externe omgeving met behulp van de juiste tools en het nemen van corrigerende acties als vereist om zakelijke doelen te halen
-Werk samen met marketing- en medische teams om activiteiten te maximaliseren: - Scoutcentra, KOLs en OLs per ziekte binnen toegewezen gebied - Identificeer specifieke behoeften voor elk segment van pati ë nten en de implicaties van de ziekte voor elk van hen binnen toegewezen gebied

Key Performance Indicators

Local Brand Managers OR global / regional / local sub-function specialisten binnen een specifieke marketing sub-functie.

Definieer productstrategie in overeenstemming met lokaal management en wereldwijde marketingafdeling en voer ondersteunende tactische plannen/projecten uit.

Work Experience

Interculturele ervaring
Operationeel management en uitvoering
Projectmanagement

Skills

Digitale marketing
Marketingstrategie
Product Strategie
Vermogensbeheer
Productmarketing
Beheer van de levenscyclus van producten (Plm)
Inzicht in de zorgsector
Prioritaire ziektegebieden Expertise
Commerci ë le uitmuntendheid
Operationele uitmuntendheid
Klantgerichtheid
Wendbaarheid
Be ï nvloedingsvaardigheden
Onderhandelingsvaardigheden
Betrokkenheid van belanghebbenden
Stakeholder Management
Strategische partnerschappen
Cross-functionele samenwerking

Language

Engels

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
Regelmatig

Shift Work
No

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6aeb84af4f4e2202806820", 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) }

Job ID
REQ-10090922

(Senior Brand Manager-IPA

Apply to Job



Job ID
REQ-10090922

(Senior Brand Manager-IPA

Apply to Job

Source URL:
https://prod1.novartis.com.cn/careers/career-search/job/details/req-10090922-senior-brand-manager-

ipa-nl-nl

List of links present in page

1. https://prod1.novartis.com.cn/careers/career-search/job/details/req-10090922-senior-brand-manager-ipa-de-de
2. https://prod1.novartis.com.cn/careers/career-search/job/details/req-10090922-senior-brand-manager-ipa
3. https://prod1.novartis.com.cn/careers/career-search/job/details/req-10090922-senior-brand-manager-ipa-es-es
4. https://prod1.novartis.com.cn/careers/career-search/job/details/req-10090922-senior-brand-manager-ipa-fr-fr
5. https://prod1.novartis.com.cn/careers/career-search/job/details/req-10090922-senior-brand-manager-ipa-it-it
6. https://prod1.novartis.com.cn/careers/career-search/job/details/req-10090922-senior-brand-manager-ipa-ja-jp
7. https://prod1.novartis.com.cn/careers/career-search/job/details/req-10090922-senior-brand-manager-ipa-ru-ru
8. https://prod1.novartis.com.cn/careers/career-search/job/details/req-10090922-senior-brand-manager-ipa-sl-si
9. https://prod1.novartis.com.cn/careers/career-search/job/details/req-10090922-senior-brand-manager-ipa-tr-tr
10. https://prod1.novartis.com.cn/careers/career-search/job/details/req-10090922-senior-brand-manager-ipa-zh-cn
11. https://www.novartis.com/about/strategy/people-and-culture
12. https://www.novartis.com/sites/novartiscom/files/novartis-life-handbook.pdf
13. https://platform.moseeker.com/m/customize/page/novartis?jobnumber=REQ-10090922
14. https://platform.moseeker.com/m/customize/page/novartis?jobnumber=REQ-10090922