NOVARTIS

(Senior Brand Manager-IPA

Job ID
REQ-10090922

十月 28, 2026

China

可用于: 中文 | Deutsch | English | Espa ñ o | Fran ç ais | Italiano | 日本語 | Nederlands | P y c c к и й Sloven š č ina T ü rk

摘要

特定营销子职能中的本地品牌经理或全球/区域/本地子职能专家。

与当地管理层和全球营销部门一致制定产品战略，实施支持战术计划/项目。

About the Role

Major Accountabilities

准备集成品牌团队和发布团队的内容。
负责执行、监测和分析一致同意的战术计划，以确保品牌的成长
按照内部 SOP 和行为准则章程领导制定宣传活动。

-监测和控制品牌预算、预期支出和费用，并评估产品的营销组合方案以评估成本效益和结果。
-通过与客户互动来获得对区域市场的洞察力并找出机遇
-举办集中营销活动以及区域性营销活动
-使用适当工具监测产品性能和外部环境，并在需要时采取调整措施以实现经营目标
-与营销和医疗团队协作，以最大限度地扩大活动： - 在指定区域内按疾病划分的童子军中心、KOLs 和 LL - 确定每个患者段的特定需求以及疾病对指定区域内每个患者的影响

Key Performance Indicators

-特定营销子职能中的本地品牌经理或全球/区域/本地子职能专家。

-与当地管理层和全球营销部门一致制定产品战略，实施支持战术计划/项目。

Work Experience

跨文化经历
运营管理和执行
项目管理

Skills

数字营销
营销策略
产品策略
资产管理
产品营销
产品生命周期管理 PLM）
对医疗保健行业的理解
重点疾病领域专业知识
商业卓越
卓越运营
以客户为导向
敏捷
影响技能
谈判技巧
持份者参与
利害关系人管理
战略合作伙伴
跨职能协作

Language

英语

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
正式

Shift Work
No

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:

"kalturaplayer6ae1dcf970a97104040977", provider: { widgetId: "1_0m7rm1pm", 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: "1_dgfvmafo"}}); // 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) }

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