NOVARTIS

(Senior)Marketing Manager-Hema

Job ID
REQ-10090976

十月 28, 2026

China

摘要

-Marketing leader in a small revenue organization OR experienced managers of marketing sub-function. -Develop and drive the execution of brand marketing plans with the objective to maximize market share and revenue growth in the market.

About the Role

· Support with high quality and timely marketing input from the market and implement tactical plans/projects to maximize the value of the brand(s) through lifecycle management.

· To ensure the long-term presence of the product portfolio in the pharmaceutical market in line with strategic goals.

· To identify priority market segments and target customer groups to support brand strategy and product positioning.

· To analyze medical and marketing information relating to company products, including benefits, market share, positioning versus competitors and marketing strategies for defined target groups.

· To study the socio-demographic characteristics of consumers, their needs, attitudes and consumption patterns related to strategic products.

· To plan product promotion tactics and develop action plans, media plans and promotion approaches, while ensuring financial discipline in accordance with approved budgets.

· To support demand planning and forecasting activities within the area of responsibility, including annual marketing planning, rolling forecasts and monthly business planning.

· To develop and organize events and support the successful launch and implementation of new products in line with approved plans.

· To prioritize resources and activities, establish appropriate processes and KPIs to monitor execution, and regularly report progress and insights to key stakeholders.

· To ensure alignment and consistent ways of working across the Customer Marketing team.

· Support the Head of Marketing in developing the annual budget and managing monthly financial forecasts of total investments.

· Reporting of technical complaints/adverse events/special case scenarios related to Novartis products within 24 hours of receipt.

· Support product sample management activities where applicable and permitted by local requirements.

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

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{ 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) }

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