(Senior) Area Marketing Manager

Job ID
REQ-10091462

十一月 03, 2026

China

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摘要

Local Brand Managers OR global / regional / local sub-function specialists within a specific marketing sub-function. Define product strategy in agreement with local management and global marketing department and implement supporting tactical plans/projects.

About the Role

Job Description

- Prepares content of Integrated Brand Teams and Launch Teams.
- Responsible for execution, monitoring and analysis of the agreed tactical plans to ensure the business objectives of the brand(s).

- Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.
- Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results.
- Identify market insights, unmet needs and potential opportunities through approved market research, data analysis and compliant customer interactions.
- Executes central marketing activities as well as regionally initiated marketing activities.
- Monitor product performance and the external environment using appropriate tools, and adjust marketing plans or recommend appropriate actions, where required, to support agreed business objectives.
- Collaborate with relevant cross-functional teams to develop an objective understanding of the healthcare landscape, treatment centres and external experts within the relevant disease area, in accordance with applicable policies and functional responsibilities.
- Identify the unmet needs of relevant patient segments and understand the impact of the disease across the patient journey, based on appropriate market research and aggregated insights.
- Support and coordinate, under the direction of the responsible Regulatory, Patient Safety and/or Medical functions, the timely and compliant distribution of approved regulatory and safety communications, including RMP educational materials and DHCPLs, in accordance with local and global requirements.
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt. · Ensure a healthy and safe workplace by complying with Novartis HSE and ISEC standards, implementing measures, providing training and resources, supporting employee well-being, investigating incidents, and collaborating with HSE teams to maintain a safe environment while adhering to quality, ethical, health, safety, and environmental requirements.

Key performance indicators:

- Market share
- Business results against agreed objectives.
- Ensure full compliance to all regulatory requirements

MinimumRequirements:Work Experience:

- Solid experience in Healthcare / Pharma / related business.
- Pre-launch activities.
- Market Knowledge and Network is desirable.
- Able to understand changing dynamics of Pharmaceutical industry.

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
Sales

地点
China

站点
Xi an (Shaanxi Province)

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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