Group Area Marketing Manager

Job ID
REQ-10091660

十一月 04, 2026

China

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摘要

-Leader du marketing dans une petite organisation à revenus OU gestionnaires exp é riment é s de la sous-fonction marketing.
-D é velopper et conduire l ' ex é cution des plans de marketing de marque dans le but de maximiser la part de march é et la croissance des revenus sur le march é .

About the Role

Major Accountabilities

-Soutenir avec une contribution marketing opportune de haute qualit é du march é et mettre en œuvre des plans / projets tactiques afin de maximiser la valeur de la marque (s) gr â ce à la gestion du

cycle de vie
~Assurer la pr é sence à long terme du portefeuille de produits sur le march é pharmaceutique conform é ment aux objectifs strat é giques
~Identifier les segments de march é les plus efficaces pour promouvoir les produits, la cible la plus prometteuse
~É tudier les informations m é dicales et marketing sur les produits de l ' entreprise pour d é finir leurs avantages, leur part de march é , leur positionnement par rapport aux groupes cibles de concurrents, leur strat é gie de promotion marketing en fonction des groupes cibles d é finis.
~É tudier les caract é ristiques sociod é mographiques des consommateurs, leurs besoins, leurs crit è res et leurs attitudes, les modes de consommation des produits strat é giques.
~Planifier les tactiques de promotion des produits, d é velopper le sch é ma, les formes, les m é thodes et la technologie de promotion (plan d ' action, plan m é dia), mettre en œuvre les termes de la discipline financi è re conform é ment au budget.
~Planifier l ' offre et la demande de produits dans la zone de responsabilit é , cr é er des plans de cycle, de mise en œuvre et de pr é vision du chiffre d ' affaires (plan marketing annuel, pr é visions glissantes, plan mensuel de vente secondaire).
~D é velopper et organiser des é v é nements, cr é er le niveau planifi é de distribution et de mise en œuvre syst é matique de nouveaux produits.
~Hi é rarchiser les ressources et les activit é s vers l ' excellence et é tablir les processus et les KPI appropri é s à ex é cuter et à suivre, en rendant compte r é guli è rement des progr è s et des id é es aux principales parties prenantes impliqu é es. Garantissez la m ê me approche au sein de l ' é quipe Customer Marketing.
~Accompagner le Responsable Marketing dans l ' é laboration du budget annuel et dans la gestion des pr é visions financi è res mensuelles des investissements totaux
~Signalement des plaintes techniques, des é v é nements ind é sirables et des sc é narios de cas particuliers li é s aux produits Novartis dans les 24 heures suivant leur r é ception
~Distribution d ' é chantillons marketing (le cas é ch é ant)

Key Performance Indicators

~Leader du marketing dans une petite organisation à revenus OU gestionnaires exp é riment é s de la sous-fonction marketing.
~D é velopper et conduire l ' ex é cution des plans de marketing de marque dans le but de maximiser la part de march é et la croissance des revenus sur le march é .

Work Experience

~

Skills

Gestion d'actifs
Strat é gie marketing
Marketing des produits
Gestion du cycle de vie des produits (Plm)
Compr é hension du secteur de la sant é
Domaines d'expertise prioritaires en mati è re de maladies
Excellence commerciale
Excellence op é rationnelle
Orientation client

Agilité
Compétences d'influence
Compétences en négociation
Engagement des parties prenantes
Gestion des parties prenantes
Partenariats stratégiques
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: "kalturaplayer6aeb620a6b7d5423253495", 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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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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