Group Area Marketing Manager

Job ID
REQ-10091660

十一月 04, 2026

China

Na voljo v: Sloven š č ina Deutsch | English | Espa ñ ol | Fran ç ais | Italiano | 日本語 | Nederlands | P y c c | Türkçe | 中文

摘要

Vodja tr ž enja v majhni organizaciji prihodkov ALI izku š eni mened ž erji tr ž enjske pod funkcije. Razviti in pognati izpeljavo tr ž nih na č rtov blagovnih znamk s ciljem pove č ati tr ž ni dele ž in rast prihodkov na trgu.

About the Role

Major Accountabilities

Podpora z visoko kakovostnim pravo č asno tr ž enje vlo ž kov s trga in izvajanje takti č nih na č rtov / projektov, da bi pove č ali vrednost blagovne znamke(-e) z upravljanjem ž ivljenjskega cikla
Za zagotovitev dolgoro č ne prisotnosti portfelja izdelkov na farmacevtskem trgu v skladu s

strate š kimi cilji
~Za opredelitev naju č inkovitej š ih tr ž nih segmentov za spodbujanje proizvodov je najbolj obetaven cilj
~Preu č evanje zdravstvenih in tr ž nih informacij o izdelkih podjetja za opredelitev njihovih koristi, tr ž nega dele ž a, pozicioniranje razmeroma do ciljnih skupin konkurentov, strategija promocije tr ž enja v skladu z opredeljenimi ciljnimi skupinami.
~Preu č iti socio-demografske zna č ilnosti potro š nikov, njihove potrebe, merila in vzorce porabe strate š kih proizvodov.
~Č e ž elite na č rtovati taktiko promocije izdelkov, razviti shemo, oblike, metode in tehnologijo promocije (akcijski na č rt, medijski na č rt), izvajati pogoje finan č ne discipline v skladu s prora č unom.
~Č e ž elite na č rtovati ponudbo in povpra š evanje po proizvodih na podro č ju odgovornosti, ustvarite na č rte ciklov, izvajanje in napovedi prometa (letni tr ž ni na č rt, napoved valjanja, mese č ni sekundarni prodajni na č rt).
~Razviti in organizirati dogodke, ustvariti na č rtovano raven distribucije in sistemati č no izvajanje novih izdelkov.
~Dati prednost virom in dejavnostim v smeri odli č nosti ter vzpostaviti ustrezne procese in KPI za redno poro č anje o napredku in vpogledih klju č nih zainteresiranih strani, ki so vklju č ene v to. Zagotovite enak pristop med ekipo za tr ž enje strank.
~Vodja tr ž enja za podporo pri gradnji letnega prora č una in pri upravljanju mese č ne finan č ne napovedi skupnih nalo ž b
~Poro č anje o tehni č nih prito ž bah / ne ž elenih dogodkih / scenarijih posebnih primerov, povezanih z Novartis izdelki v roku 24 ur po prejemu
~Distribucija vzorcev tr ž enja (kjer je primerno)

Key Performance Indicators

Vodja tr ž enja v majhni organizaciji prihodkov ALI izku š eni mened ž erji tr ž enjske pod funkcije.
Razviti in pognati izpeljavo tr ž nih na č rtov blagovnih znamk s ciljem pove č ati tr ž ni dele ž in rast prihodkov na trgu.

Work Experience

~

Skills

Upravljanje premo ž enja
Tr ž na strategija
Tr ž enje izdelkov
Upravljanje ž ivljenjskega cikla izdelka (Plm)
Razumevanje zdravstvenega sektorja
Strokovno znanje o prednostnih podro č jih bolezni
Komercialna odli č nost
Operativna odli č nost
Usmerjenost k strankam
Agility
Vplivanje na spretnosti
Pogajalske spretnosti
Sodelovanje dele ž nikov
Upravljanje dele ž nikov
Strate š ka partnerstva

Medfunkcionalno sodelovanje

Language

Angle š č ina

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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
Redni sodelavec

Shift Work
No

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6aeb620a3a350591183816", 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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