(Senior) Area Marketing Manager-BC

Job ID
REQ-10092152

十一月 06, 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

Local Brand Managers OR global / regional / local sub-function specialists within specific marketing sub-function.

Opredeliti strategijo izdelka v dogovoru z lokalnim upravljanjem in globalnim oddelkom za tr ž enje ter izvajati podporne takti č ne na č rte/projekte.

About the Role

Major Accountabilities

Pripravlja vsebino integriranih blagovnih znamk Teams in Launch Teams.

-Odgovoren za izvajanje, spremljanje in analizo dogovorjenih takti č nih na č rtov, da se zagotovi rast blagovnih znamk
-Vodenje razvoja promocijskih dejavnosti v skladu z internimi smernicami SOP in kodeksa ravnanja
-Spremljanje in nadziranje prora č una, napovedi in stro š ke blagovnih znamk in ocena tr ž ne kombinacije izdelka, da se oceni stro š kovno u č inkovitost in rezultate.
-S pomo č jo interakcij s kupci prepozna vpoglede in prilo ž nosti trga na obmo č ju
-Izvaja osrednje tr ž enjske aktivnosti, pa tudi regionalne tr ž ne dejavnosti
-Spremlja uspe š nost izdelkov in zunanje okolje z uporabo ustreznih orodij in po potrebi korektivne ukrepe za doseganje poslovnih ciljev
-Sodelujte z marketin š kimi in medicinskimi ekipami za č im ve č aktivnosti: - Skavtski centri, KOL in OLs po bolezni na dodeljenem ozemlju - Opredelite posebne potrebe za vsak segment bolnikov in posledice bolezni za vsakega od njih na dodeljenem ozemlju

Key Performance Indicators

Łocal Brand Managers OR global / regional / local sub-function specialists within specific marketing sub-function.

Opredeliti strategijo izdelka v dogovoru z lokalnim upravljanjem in globalnim oddelkom za tr ž enje ter izvajati podporne takti č ne na č rte/projekte.

Work Experience

Medkulturne izku š nje
Vodenje operacij in izvr š evanje
Vodenje projektov

Skills

Digitalni marketing
Tr ž na strategija
Strategija izdelkov
Upravljanje premo ž enja
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

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
Tianjin (Tianjin)

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: "kalturaplayer6af288b672211763258927", 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 } }; }

// 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) }

Job ID
REQ-10092152

(Senior) Area Marketing Manager-BC

Apply to Job



Job ID
REQ-10092152

(Senior) Area Marketing Manager-BC

Apply to Job

Source URL:
https://prod1.novartis.com.cn/careers/career-search/job/details/req-10092152-senior-area-marketing-

manager-bc-sl-si

List of links present in page

1. https://prod1.novartis.com.cn/careers/career-search/job/details/req-10092152-senior-area-marketing-manager-bc-de-de
2. https://prod1.novartis.com.cn/careers/career-search/job/details/req-10092152-senior-area-marketing-manager-bc
3. https://prod1.novartis.com.cn/careers/career-search/job/details/req-10092152-senior-area-marketing-manager-bc-es-es
4. https://prod1.novartis.com.cn/careers/career-search/job/details/req-10092152-senior-area-marketing-manager-bc-fr-fr
5. https://prod1.novartis.com.cn/careers/career-search/job/details/req-10092152-senior-area-marketing-manager-bc-it-it
6. https://prod1.novartis.com.cn/careers/career-search/job/details/req-10092152-senior-area-marketing-manager-bc-ja-jp
7. https://prod1.novartis.com.cn/careers/career-search/job/details/req-10092152-senior-area-marketing-manager-bc-nl-nl
8. https://prod1.novartis.com.cn/careers/career-search/job/details/req-10092152-senior-area-marketing-manager-bc-ru-ru
9. https://prod1.novartis.com.cn/careers/career-search/job/details/req-10092152-senior-area-marketing-manager-bc-tr-tr
10. https://prod1.novartis.com.cn/careers/career-search/job/details/req-10092152-senior-area-marketing-manager-bc-zh-cn
11. https://www.novartis.com/about/strategy/people-and-culture
12. https://www.novartis.com/sites/novartiscom/files/novartis-life-handbook.pdf
13. https://platform.moseeker.com/m/customize/page/novartis?jobnumber=REQ-10092152
14. https://platform.moseeker.com/m/customize/page/novartis?jobnumber=REQ-10092152