

## Brand Manager

Job ID  
REQ-10071101  
фев 03, 2026  
Китай

### Сводка

品牌经理  
Brand Manager

### About the Role

**Brand Strategy Development:** Formulate long-term brand development plans, define market positioning, core values, and competitive strategies.

**Market Analysis and Research:** Monitor industry trends, competitor activities, and consumer insights to support data-driven decision-making.

**Brand Communication and Promotion:** Plan and execute integrated marketing campaigns (including advertising, PR, digital marketing, etc.) to enhance brand awareness and reputation.

**Product and Marketing Management:** Collaborate with product and sales teams to drive product innovation, pricing strategies, and channel promotion.

**Budget and Performance Tracking:** Manage brand marketing budgets, evaluate campaign effectiveness, and optimize ROI.

**Internal Collaboration and Asset Management:** Ensure alignment across internal and external teams on brand standards, maintaining consistency in visual identity and messaging.

**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 \(PDF 30 MB\)](#)

Дивизион  
International  
Business Unit  
Marketing  
Место  
Китай  
Сайт  
Shanghai (Shanghai)  
Company / Legal Entity  
CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd  
Functional Area  
Маркетинг  
Job Type  
Full time  
Employment Type  
正式  
Shift Work  
No

## 无障碍及便利设施

诺华承诺与残障人士共事并为他们提供合理的便利设施。如果您由于健康状况或残障在招聘过程的任何环节需要合理便利设施或者为了履行职位的基本职能请发送电子邮件至 [diversityandincl.china@novartis.com](mailto:diversityandincl.china@novartis.com) 告知您的需求和联系方式，并在邮件中附上您的职位申请编号。

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