

## (高级) 区域市场经理

Job ID  
REQ-10075680  
Июн. 22, 2026  
Китай

### Сводка

关于此角色：

我们正在寻找一名(高级)区域市场经理。您的工作将监督、辅导与带领区域销售团队开展产品的学术推广,以及高效的跨部门合作以推动品牌战略在区域内的实施,最终让患者受益!

### About the Role

主要职责：

- 在营销预算内制定品牌战略、促销活动和战术计划,准备集成品牌团队和发布团队的内容。
- 领导跨职能部门的本地/区域品牌团队,包括协调综合产品战略计划和监测实现目标的执行过程

在指定地区内,通过中心/医院/ASL/地区门诊层面的特定项目和服务和举措开展业务。将关键服务映射到关键医院中心内外(竞争等)内向患者提供的关键服务(患者支持计划)。监控区域/本地策略的执行,确保卓越且与诺华战略和客户需求保持一致

- 通过与客户互动来获得对区域市场的洞察力并找出机遇
- 为负责的品牌执行市场研究计划和市场洞察计划,同时监测/预测市场发展
- 监测和控制品牌预算、预期支出和费用,并评估产品的营销组合方案以评估成本效益和结果。
- 负责执行、监测和分析一致同意的战术计划,以确保品牌的成长

对多元化和包容性/平等就业机会的承诺：

诺华致力于为我们所服务的患者和社区建立一个优秀、包容的工作环境和多元化的团队。

基本要求：

- 大学本科及以上学历
- 良好的英语听说读写能力
- 3年以上制药行业相关经验,1年以上管理经验
- 出色的团队管理/领导能力。合规意识强

**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  
Sales  
Место  
Китай  
Сайт  
Hefei (Anhui Province)  
Company / Legal Entity  
CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd  
Functional Area  
Маркетинг  
Job Type  
Full time  
Employment Type  
Regular  
Shift Work  
No

## Accessibility and accommodation

Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to [diversityandincl.china@novartis.com](mailto:diversityandincl.china@novartis.com) and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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