NOVARTIS

Commercial Portfolio & Lifecycle Manager

Job ID
REQ-10090389
Ноя. 04, 2026
Испания
可用于: 中文 | Deutsch | English | Español | Français | Italiano | 日本語 | Nederlands | Русский | Slovenščina | Türk

Сводка

•特定营销子职能中的本地品牌经理或全球/区域/本地子职能专家。

•与当地管理层和全球营销部门一致制定产品战略，实施支持战术计划/项目。

About the Role

Major Accountabilities

~ 准备集成品牌团队和发布团队的内容。
~ 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
~ 按照内部 SOP 和行为准则章程领导制定宣传活动。
~ 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。
~ 通过与客户互动来获得对区域市场的洞察力并找出机遇
~ 举办集中营销活动以及区域性营销活动
~ 使用适当工具监测产品性能和外部环境，并在需要时采取调整措施以实现经营目标
~ 与营销和医疗团队协作，以最大限度地扩大活动： - 在指定区域内按疾病划分的童子军中心、KOLs 和 LL - 确定每个患者段的特定需求以及疾病对指定区域内每个患者的影响

Key Performance Indicators

•特定营销子职能中的本地品牌经理或全球/区域/本地子职能专家。

•与当地管理层和全球营销部门一致制定产品战略，实施支持战术计划/项目。

Work Experience

~跨文化经历
~运营管理和执行
~项目管理

Skills

~数字营销
~营销策略
~产品策略
~资产管理
~产品营销
~产品生命周期管理（PLM）
~对医疗保健行业的理解
~重点疾病领域专业知识
~商业卓越
~卓越运营
~以客户为导向
~敏捷
~影响技能
~谈判技巧
~持份者参与
~利害关系人管理
~战略合作伙伴
~跨职能协作

Language

英语

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)

Primary location salary range
€58,200.00 - €108,000.00
Дивизион
International
Business Unit
General Management
Место
Испания
Сайт
Barcelona Gran Vía
Company / Legal Entity
ES06 (FCRS = ES006) Novartis Farmacéutica, S.A.
Alternative Location 1
Madrid Delegación, Испания
Functional Area
Маркетинг
Job Type
Full time
Employment Type
正式
Shift Work
No

Job ID
REQ-10090389

Commercial Portfolio & Lifecycle Manager

Apply to Job

Job ID
REQ-10090389

Commercial Portfolio & Lifecycle Manager

Apply to Job

Source URL: *https://www.novartis.ru/careers/career-search/job/details/req-10090389-commercial-portfolio-lifecycle-manager-zh-cn*

List of links present in page

1. https://www.novartis.ru/careers/career-search/job/details/req-10090389-commercial-portfolio-lifecycle-manager-de-de
2. https://www.novartis.ru/careers/career-search/job/details/req-10090389-commercial-portfolio-lifecycle-manager
3. https://www.novartis.ru/careers/career-search/job/details/req-10090389-commercial-portfolio-lifecycle-manager-es-es
4. https://www.novartis.ru/careers/career-search/job/details/req-10090389-commercial-portfolio-lifecycle-manager-fr-fr
5. https://www.novartis.ru/careers/career-search/job/details/req-10090389-commercial-portfolio-lifecycle-manager-it-it
6. https://www.novartis.ru/careers/career-search/job/details/req-10090389-commercial-portfolio-lifecycle-manager-ja-jp
7. https://www.novartis.ru/careers/career-search/job/details/req-10090389-commercial-portfolio-lifecycle-manager-nl-nl
8. https://www.novartis.ru/careers/career-search/job/details/req-10090389-commercial-portfolio-lifecycle-manager-ru-ru
9. https://www.novartis.ru/careers/career-search/job/details/req-10090389-commercial-portfolio-lifecycle-manager-sl-si
10. https://www.novartis.ru/careers/career-search/job/details/req-10090389-commercial-portfolio-lifecycle-manager-tr-tr

11. https://www.novartis.com/about/strategy/people-and-culture
12. https://www.novartis.com/sites/novartis_com/files/novartis-life-handbook.pdf
13. https://novartis.wd3.myworkdayjobs.com/zh-CN/Novartis_Careers/job/Barcelona-Gran-Va/Portfolio---Lifecycle-Manager_REQ-10090389-1
14. https://novartis.wd3.myworkdayjobs.com/zh-CN/Novartis_Careers/job/Barcelona-Gran-Va/Portfolio---Lifecycle-Manager_REQ-10090389-1