NOVARTIS

(高级）区域市场经理

Job ID
REQ-10092886
Ноя. 15, 2026
Китай
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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
Marketing
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 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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