NOVARTIS

(Senior ）Brand Manager-CSU

Job ID
REQ-10093289
Ноя. 18, 2026
Китай

Сводка

Local Brand Managers OR global / regional / local sub-function specialists within a specific marketing sub-function. Define product strategy in agreement with local management and global marketing department and implement supporting tactical plans/projects.

About the Role

Job Description 职务描述

· Prepares content of Integrated Brand Teams and Launch Teams.

· Responsible for execution, monitoring and analysis of the agreed tactical plans to ensure the business objectives of the brand(s).

· Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.

· Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results.

- Identify market insights, unmet needs and potential opportunities through approved market research, data analysis and compliant customer interactions.

· Executes central marketing activities as well as regionally initiated marketing activities.

- Monitor product performance and the external environment using appropriate tools, and adjust marketing plans or recommend appropriate actions, where required, to support agreed business objectives.
- Collaborate with relevant cross-functional teams to develop an objective understanding of the healthcare landscape, treatment centres and external experts within the relevant disease area, in accordance with applicable policies and functional responsibilities.
- Identify the unmet needs of relevant patient segments and understand the impact of the disease across the patient journey, based on appropriate market research and aggregated insights.
- Support and coordinate, under the direction of the responsible Regulatory, Patient Safety and/or Medical functions, the timely and compliant distribution of approved regulatory and safety communications, including RMP educational materials and DHCPLs, in accordance with local and global requirements.
- · Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt.· Ensure a healthy and safe workplace by complying with Novartis HSE and ISEC standards, implementing measures, providing training and resources, supporting employee well-being, investigating incidents, and collaborating with HSE teams to maintain a safe environment while adhering to quality, ethical, health, safety, and environmental requirements.

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 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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