NOVARTIS

# （Senior ）Brand Manager-BC

Job ID
REQ-10093765
Ноя. 25, 2026
Китай

**Сводка**

Patient activation strategy and planning/Omnichannel program execution/HCP and ecosystem engagement/Share of voice and public communication/Cross-functional collaboration and execution/Measurement and optimization/Compliance

**About the Role**

## About the role

Breast cancer is one of the most common cancers among Chinese women, yet many patients with early breast cancer underestimate their risk of recurrence (RoR) and the importance of completing the right treatment. This role owns Kisqali patient activation in China: building an omnichannel program that raises breast cancer patients' awareness of RoR and treatment necessity to support Kisqali adherence management, and grows Novartis' share of voice (SoV) in breast cancer among HCPs, patients and the public.

We are looking for a creative, resilient marketer who knows how to reach and move people, works well across functions and turns ideas into programs that land on the ground. Pharma experience is welcome but not required. Strong consumer-marketing talent from FMCG, consumer health or digital industries is encouraged to apply.

## Key responsibilities

### Patient activation strategy and planning

- Develop the annual patient activation strategy and plan for Kisqali, grounded in patient journey insights for HR+/HER2- breast cancer, from diagnosis through treatment decision and adherence.
- Identify the key barriers to awareness of RoR and treatment necessity, and translate them into clear objectives, target segments and core messages.
- Own the patient activation budget, timeline and resource plan, and track return on investment.

### Omnichannel program execution

- Design and run integrated omnichannel campaigns across digital and social platforms (for example WeChat, Douyin, Xiaohongshu and patient service platforms), hospital-based patient education, offline events and media.
- Build engaging disease education content for patients and caregivers, working with agencies, content creators, patient communities and internet healthcare partners.
- Lead campaign moments such as Pink October and other key breast cancer awareness days to amplify impact and public attention.

### HCP and ecosystem engagement

- Partner with HCPs and expert networks to strengthen doctor-patient communication on recurrence risk and treatment decisions, and equip HCPs with patient education tools.
- Build partnerships with patient advocacy groups, academic associations, hospitals and other ecosystem players to extend reach and credibility.

### Share of voice and public communication

- Grow Novartis' SoV in the breast cancer domain across HCP, patient and public audiences, working with Communications and PR on earned media, expert voice and thought leadership.
- Monitor social listening and competitor activity, and use the insights to sharpen messages and channel mix.

### Cross-functional collaboration and execution

- Drive projects end to end with Medical, Market Access, Sales, Commercial Excellence, Digital, Communications, Patient Advocacy, Legal and Compliance, aligning stakeholders and removing roadblocks.
- Translate national plans into executable toolkits for field teams and regions, and follow through on implementation quality.

### Measurement and optimization

- Define and track KPIs such as patient awareness, engagement, reach, conversion along the patient journey and SoV.
- Run test-and-learn cycles and use data to optimize content, channels and spend.

### Compliance

- Ensure all patient- and public-facing activities follow Chinese laws and regulations, industry codes and Novartis policies, including unbranded disease awareness requirements for prescription medicines and protection of patient privacy.

## Qualifications

### Education and experience

- Bachelor's degree or above; marketing, communications, life sciences or a related field preferred.
- Senior Brand Manager: 8+ years of marketing experience, including 3+ years leading brands, campaigns or consumer programs.
- Brand Manager: 5+ years of marketing experience, with hands-on campaign or program ownership.
- Pharma background is not required. Experience in FMCG, consumer health, internet, digital health or other consumer-facing industries is highly valued.
- Proven track record in consumer or patient marketing, omnichannel campaigns, social media and content marketing, or KOL/KOC partnerships.

### Core competencies

- Creativity: generates fresh ideas and makes complex health topics simple, human and engaging.
- Resilience: stays persistent under ambiguity, pressure and setbacks, and keeps moving projects forward.
- Cross-functional communication: builds trust with internal and external stakeholders and aligns diverse teams on a shared goal.
- Ownership and execution: takes initiative, drives projects from idea to delivery and is accountable for results.
- Data and insight mindset: uses consumer insights and data to make decisions and optimize performance.
- Learning agility: quickly builds understanding of oncology, the healthcare environment and compliance requirements.

### Preferred

- Experience in oncology, women's health or a regulated industry.
- Familiarity with China's digital ecosystem and internet healthcare platforms.
- Good written and spoken English for working in a multinational environment.

**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.
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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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