

Senior Brand Manager

Job ID
REQ-10071284
Фев 04, 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

Major Accountabilities:

- Prepares content of Integrated Brand Teams and Launch Teams.
- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth 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.
- Identifies area market insights and opportunity via customer interactions.
- Executes central marketing activities as well as regional initiated marketing activities.
- Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives.
- Collaborate with Marketing and Medical teams to maximize activities: -Scout centres, KOLs and OLs by disease within assigned territory.
- Identify specific needs for each segment of patients and the implications of the disease for each of them within assigned territory.
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt.
- Distribution of marketing samples (where applicable)

Key Performance Indicators:

- Market share & market share growth
- Performance management and employee relations, feedback, meetings, surveys (i.e. Field Force, Marketing capabilities, Global Marketing, Medical Department, Regulatory Department)
- Ensure full compliance to all regulatory requirements

Minimum Requirements:

Work Experience:

- Cross Cultural Experience
- Project Management
- Operations Management and Execution

Skills:

- Agility
- Asset Management
- Commercial Excellence
- Cross-Functional Collaboration
- Customer Orientation
- Digital Marketing
- Healthcare Sector Understanding
- Influencing Skills
- Marketing Strategy
- Negotiation Skills
- Operational Excellence
- Priority Disease Areas Expertise
- Product Lifecycle Management (PLM)
- Product Marketing
- Product Strategy
- Stakeholder Engagement
- Stakeholder Management
- Strategic Partnerships

Languages:

- English

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
Regular
Shift Work
No

Accessibility and accommodation

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