

## Brand Manager, IPA

Job ID  
REQ-10071479  
Фев 06, 2026  
Китай

### Сводка

: patients activation execution through disease education programs via HCP and HCS social accounts covering different HCP segmentation, with effective and adaptable engagement approaches.

### About the Role

I **Measurement:** active disease education HCP rate; # of content released by HCP/HCS; keywords share of voice in total Hyperlipidemia

I **Role and Responsibility:**

- HCP engagement strategy and execute engagement plan with efficient approaches by different HCP segmentation
- Disease education programs through HCP engagement forum and events
- Develop disease education programs with HCO/HCS and seek for effective coverage
- Track engagement activity and provide improvement suggestions based on insights

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Дивизион  
International  
Business Unit  
General Management  
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

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