

(Senior) Brand Manager-IPA

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Китай
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Сводка

该岗位将负责IgA肾病领域的患者教育与患者管理工作，围绕患者疾病认知、诊疗路径和长期管理需求，推动高质量、可持续的患者教育项目落地。岗位将与肾科医生、医院及科室团队保持紧密合作，整合诺华e时代科普素材、肾穿刺安心课以及“IgA肾病百问”等患者教育项目，帮助医院和科室持续开展规范化、专业化且更贴近患者需求的教育活动，助力IgA肾病患者实现早诊断、早干预和早达标

About the Role

主要职责：

- 基于IgA肾病患者旅程、疾病管理痛点及品牌策略，制定并推动患者教育与管理项目的实施计划。
- 与肾科医生、医院及科室团队紧密协作，支持医院端持续开展高质量患者教育，提升患者对疾病、肾穿刺、治疗目标和长期管理的理解。
- 整合并优化诺华e时代科普素材、肾穿刺安心课、“IgA肾病百问”等教育资源，形成可复制、可推广的患者教育方案。
- 与医学、市场、销售团队及外部合作伙伴协同，确保项目内容专业合规、执行高效，并能够支持一线落地。
- 持续追踪项目覆盖、患者触达、教育活动质量和参与反馈，并基于数据不断优化项目影响力。

任职要求：

- 具备较强的患者教育、疾病科普或慢病管理项目经验，有肾科、罕见病或慢病领域经验者优先。
- 能够将医学和疾病知识转化为患者易理解、医生认可且符合合规要求的教育内容。
- 具备良好的跨部门协作和项目管理能力，能够与医学、市场、销售、医院及外部合作方高效沟通。
- 结果导向，具备较强执行力、学习能力和创新意识，愿意探索更有效的患者触达和教育模式。
- 良好的中英文沟通能力，能够支持内部汇报、项目沟通及跨团队协作。

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

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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