

Senior Brand Manager

Job ID

REQ-10086029

сен 09, 2026

Гонконг

可用于: 中文 | [Deutsch](#) | [English](#) | [Español](#) | [Français](#) | [Italiano](#) | [日本語](#) | [Nederlands](#) | [Русский](#) | [Slovenščina](#) | [Türk](#)

Сводка

- 特定营销子职能中的本地品牌经理或全球/区域/本地子职能专家。
- 与当地管理层和全球营销部门一致制定产品战略，实施支持战术计划/项目。

About the Role

Major Accountabilities

- ~ 准备集成品牌团队和发布团队的内容。
- ~ 负责执行、监测和分析一致同意的战术计划，以确保品牌的成长
- ~ 按照内部 SOP 和行为准则章程领导制定宣传活动。
- ~ 监测和控制品牌预算、预期支出和费用，并评估产品的营销组合方案以评估成本效益和结果。
- ~ 通过与客户互动来获得对区域市场的洞察力并找出机遇
- ~ 举办集中营销活动以及区域性营销活动
- ~ 使用适当工具监测产品性能和外部环境，并在需要时采取调整措施以实现经营目标
- ~ 与营销和医疗团队协作，以最大限度地扩大活动：- 在指定区域内按疾病划分的童子军中心、KOLs 和 LL - 确定每个患者段的特定需求以及疾病对指定区域内每个患者的影响

Key Performance Indicators

- 特定营销子职能中的本地品牌经理或全球/区域/本地子职能专家。
- 与当地管理层和全球营销部门一致制定产品战略，实施支持战术计划/项目。

Work Experience

- ~跨文化经历
- ~运营管理和执行
- ~项目管理

Skills

- ~数字营销
- ~营销策略
- ~产品策略
- ~资产管理
- ~产品营销
- ~产品生命周期管理（PLM）
- ~对医疗保健行业的理解
- ~重点疾病领域专业知识
- ~商业卓越
- ~卓越运营
- ~以客户为导向
- ~敏捷
- ~影响技能
- ~谈判技巧
- ~持份者参与
- ~利害关系人管理
- ~战略合作伙伴
- ~跨职能协作

Language

英语

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
Sales
Место
Гонконг
Сайт
Hong Kong
Company / Legal Entity
HK02 (FCRS = HK002) Novartis Pharma
Functional Area
Маркетинг
Job Type
Full time
Employment Type
正式
Shift Work
No

Job ID
REQ-10086029

Senior Brand Manager

[Apply to Job](#)
Job ID
REQ-10086029

Senior Brand Manager

[Apply to Job](#)

Source URL: <https://novartis.ru/careers/career-search/job/details/req-10086029-senior-brand-manager-zh-cn>

List of links present in page

1. <https://novartis.ru/careers/career-search/job/details/req-10086029-senior-brand-manager-de-de>
2. <https://novartis.ru/careers/career-search/job/details/req-10086029-senior-brand-manager>
3. <https://novartis.ru/careers/career-search/job/details/req-10086029-senior-brand-manager-es-es>
4. <https://novartis.ru/careers/career-search/job/details/req-10086029-senior-brand-manager-fr-fr>
5. <https://novartis.ru/careers/career-search/job/details/req-10086029-senior-brand-manager-it-it>
6. <https://novartis.ru/careers/career-search/job/details/req-10086029-senior-brand-manager-ja-jp>
7. <https://novartis.ru/careers/career-search/job/details/req-10086029-senior-brand-manager-nl-nl>
8. <https://novartis.ru/careers/career-search/job/details/req-10086029-senior-brand-manager-ru-ru>
9. <https://novartis.ru/careers/career-search/job/details/req-10086029-senior-brand-manager-sl-si>
10. <https://novartis.ru/careers/career-search/job/details/req-10086029-senior-brand-manager-tr-tr>
11. <https://www.novartis.com/about/strategy/people-and-culture>
12. https://www.novartis.com/sites/novartis_com/files/novartis-life-handbook.pdf
13. https://novartis.wd3.myworkdayjobs.com/zh-CN/Novartis_Careers/job/Hong-Kong/Senior-Brand-Manager_REQ-10086029
14. https://novartis.wd3.myworkdayjobs.com/zh-CN/Novartis_Careers/job/Hong-Kong/Senior-Brand-Manager_REQ-10086029