NOVARTIS

# (Senior) Area Marketing Manager

Job ID
REQ-10091859
Ноя. 04, 2026
Китай
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### 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

**Job Description**

- Prepares content of Integrated Brand Teams and Launch Teams.
- Responsible for execution, monitoring and analysis of the agreed tactical plans to ensure the business objectives 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.
- Identify market insights, unmet needs and potential opportunities through approved market research, data analysis and compliant customer interactions.
- Executes central marketing activities as well as regionally initiated marketing activities.
- Monitor product performance and the external environment using appropriate tools, and adjust marketing plans or recommend appropriate actions, where required, to support agreed business objectives.
- Collaborate with relevant cross-functional teams to develop an objective understanding of the healthcare landscape, treatment centres and external experts within the relevant disease area, in accordance with applicable policies and functional responsibilities.
- Identify the unmet needs of relevant patient segments and understand the impact of the disease across the patient journey, based on appropriate market research and aggregated insights.
- Support and coordinate, under the direction of the responsible Regulatory, Patient Safety and/or Medical functions, the timely and compliant distribution of approved regulatory and safety communications, including RMP educational materials and DHCPLs, in accordance with local and global requirements.
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt.· Ensure a healthy and safe workplace by complying with Novartis HSE and ISEC standards, implementing measures, providing training and resources, supporting employee well-being, investigating incidents, and collaborating with HSE teams to maintain a safe environment while adhering to quality, ethical, health, safety, and environmental requirements.

**Key performance indicators:**

- Market share
- Business results against agreed objectives.
- Ensure full compliance to all regulatory requirements

**MinimumRequirements:Work Experience:**

- Solid experience in Healthcare / Pharma / related business.
- Pre-launch activities.
- Market Knowledge and Network is desirable.
- Able to understand changing dynamics of Pharmaceutical industry.

**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
Китай
Сайт
Chengdu (Sichuan Province)
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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