NOVARTIS

(Senior) Brand Manager-IMMU

Job ID
REQ-10085971
Сен. 03, 2026
Китай
Na voljo v: Slovenščina | Русский | Deutsch | English | Español | Français | Italiano | 日本語 | Nederlands | Türk | 中文

Сводка

~Local Brand Managers OR global / regional / local sub-function specialists within specific marketing sub-function.

~Opredeliti strategijo izdelka v dogovoru z lokalnim upravljanjem in globalnim oddelkom za trženje ter izvajati podporne taktične načrte/projekte.

About the Role

Major Accountabilities

~ Pripravlja vsebino integriranih blagovnih znamk Teams in Launch Teams.
~ Odgovoren za izvajanje, spremljanje in analizo dogovorjenih taktičnih načrtov, da se zagotovi rast blagovnih znamk
~ Vodenje razvoja promocijskih dejavnosti v skladu z internimi smernicami SOP in kodeksa ravnanja
~ Spremljanje in nadziranje proračuna, napovedi in stroške blagovnih znamk in ocena tržne kombinacije izdelka, da se oceni stroškovno učinkovitost in rezultate.
~ S pomočjo interakcij s kupci prepozna vpoglede in priložnosti trga na območju
~ Izvaja osrednje trženjske aktivnosti, pa tudi regionalne tržne dejavnosti
~ Spremlja uspešnost izdelkov in zunanje okolje z uporabo ustreznih orodij in po potrebi korektivne ukrepe za doseganje poslovnih ciljev
~ Sodelujte z marketinškimi in medicinskimi ekipami za čim več aktivnosti: - Skavtski centri, KOL in OLs po bolezni na dodeljenem ozemlju - Opredelite posebne potrebe za vsak segment bolnikov in posledice bolezni za vsakega od njih na dodeljenem ozemlju

Key Performance Indicators

~Local Brand Managers OR global / regional / local sub-function specialists within specific marketing sub-function.

~Opredeliti strategijo izdelka v dogovoru z lokalnim upravljanjem in globalnim oddelkom za trženje ter izvajati podporne taktične načrte/projekte.

Work Experience

~Medkulturne izkušnje
~Vodenje operacij in izvrševanje
~Vodenje projektov

Skills

~Digitalni marketing
~Tržna strategija
~Strategija izdelkov
~Upravljanje premoženja
~Trženje izdelkov
~Upravljanje življenjskega cikla izdelka (Plm)
~Razumevanje zdravstvenega sektorja
~Strokovno znanje o prednostnih področjih bolezni
~Komercialna odličnost
~Operativna odličnost
~Usmerjenost k strankam
~Agility
~Vplivanje na spretnosti
~Pogajalske spretnosti
~Sodelovanje deležnikov
~Upravljanje deležnikov
~Strateška partnerstva
~Medfunkcionalno sodelovanje

Language

Angleščina

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
Redni sodelavec
Shift Work
No

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