

Brand Manager, IPA

Job ID
REQ-10071479
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Китай
Available in: English

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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