

Retail Marketing Lead

Job ID
REQ-10083298
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Китай
Available in: English

Сводка

Lead the Retail Marketing organization to shape and execute Novartis' retail brand strategy, driving performance growth, patient access, and channel innovation across Novartis strategic brands and across chain pharmacy, NDP and EC channel.

The role is accountable for developing and implementing integrated retail marketing strategies, collaborating closely with Retail Field Sales, Customer Operations, NKA/E-commerce, and other cross-functional stakeholders to maximize the impact of Novartis brands in the retail channel.

This position leads Central Retail Marketing and provides strategic guidance to Regional Trade Marketing teams through a matrix organization to ensure effective execution of national strategies, patient activation initiatives, and channel innovation.

About the Role

Major accountabilities:

- Lead and execute the overall Retail Marketing strategy to accelerate brand growth, patient access, across NVS retail channel.
- Partner with TA Marketing teams to develop and implement retail brand and growth strategies, ensuring alignment with brand priorities and business objectives.
- Drive retail channel accessibility through Chain pharmacy, NDP and other innovative access models based on product lifecycle and market opportunities.
- Lead retail innovation initiatives, including EC/O2O programs, patient activation, disease education, and emerging retail business models.
- Generate actionable insights from market trends, patient journeys, and competitive intelligence to support strategic decision making.
- Build a high-performing organization by developing capabilities, fostering innovation, and ensuring compliance with Novartis policies and standards.
- Provide functional leadership and governance to Regional Trade Marketing teams, ensuring effective implementation of national retail strategies and customer programs.

Desirable requirements:

- Significant experience in pharmaceutical marketing, commercial strategy, or retail business management.
- Strong understanding of retail channel dynamics, customer engagement, and omnichannel marketing.
- Proven leadership in driving cross-functional collaboration and influencing senior stakeholders.
- Strong strategic, analytical, and business planning capabilities.
- Demonstrated people leadership and organizational development experience.
- Fluent English Proficiency is mandatory, capable of oral communication, written correspondence and formal report presentation

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
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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