NOVARTIS

(Senior)Brand Manager

Job ID
REQ-10084604
Сен. 08, 2026
Гонконг
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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

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