

(Senior) Brand Manager- BC

Job ID

REQ-10085307

сен 03, 2026

Китай

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Сводка

We are keen to look for a Brand Manager to help us define product strategy in agreement with local management and global marketing department and implement supporting tactical plans and projects.

About the Role

Key Responsibilities :

Develops brand strategy, promotional campaigns and tactical plans within marketing budgets. Prepares content of Integrated Brand Teams and Launch Teams

Runs market research programs & market insights for responsible brand and monitors /anticipates market development

Responsible for execution, monitoring and analysis of the agreed tactical plans

Lead the cross-functional local/regional brand Team, incl. coordination of Integrated Product Strategy Plan, and monitoring the execution of objectives. Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.

Monitor and control brand strategy, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results.

Identifies area market insights and opportunity via customer interactions

Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives

Compliance with applicable policies, procedures, and other regulations

Essential Requirements:

Must meet the requirements for major, academic background and professional qualifications as specified in the filing regulations

Operations Management and Execution

Project Management Cross Cultural Experience

English

Desirable Requirements:

Ability to work and lead (a cross-functional team) in a matrix environment.

Able to understand changing dynamics of Pharmaceutical industry 3-4 years relevant experience

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.

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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

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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