NOVARTIS

（ Senior ） Marketing Manager-Hema

Job ID
REQ-10090976
Окт. 28, 2026
Китай

Сводка

-Marketing leader in a small revenue organization OR experienced managers of marketing sub-function. -Develop and drive the execution of brand marketing plans with the objective to maximize market share and revenue growth in the market.

About the Role

· Support with high quality and timely marketing input from the market and implement tactical plans/projects to maximize the value of the brand(s) through lifecycle management.

· To ensure the long-term presence of the product portfolio in the pharmaceutical market in line with strategic goals.

· To identify priority market segments and target customer groups to support brand strategy and product positioning.

· To analyze medical and marketing information relating to company products, including benefits, market share, positioning versus competitors and marketing strategies for defined target groups.

· To study the socio-demographic characteristics of consumers, their needs, attitudes and consumption patterns related to strategic products.

· To plan product promotion tactics and develop action plans, media plans and promotion approaches, while ensuring financial discipline in accordance with approved budgets.

· To support demand planning and forecasting activities within the area of responsibility, including annual marketing planning, rolling forecasts and monthly business planning.

· To develop and organize events and support the successful launch and implementation of new products in line with approved plans.

· To prioritize resources and activities, establish appropriate processes and KPIs to monitor execution, and regularly report progress and insights to key stakeholders.

· To ensure alignment and consistent ways of working across the Customer Marketing team.

· Support the Head of Marketing in developing the annual budget and managing monthly financial forecasts of total investments.

· Reporting of technical complaints/adverse events/special case scenarios related to Novartis products within 24 hours of receipt.

· Support product sample management activities where applicable and permitted by local requirements.

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
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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