NOVARTIS

(Senior) Area Marketing Manager-BC

Job ID
REQ-10091682
Ноя. 04, 2026
Китай
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Сводка

Local Brand Managers OR global / regional / local sub-function specialists within a specific marketing sub-function. Define product strategy in agreement with local management and global marketing department and implement supporting tactical plans/projects.
负责特定产品或品牌的市场管理工作，在全球、区域及本地团队协作框架下，共同制定并推动产品战略方向，规划和执行相关市场项目与行动计划，以支持产品价值传递及患者获益。

About the Role

Job Description 职务描述

· Prepares content of Integrated Brand Teams and Launch Teams.

· Responsible for execution, monitoring and analysis of the agreed tactical plans to ensure the business objectives of the brand(s).

· Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.

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

- Identify market insights, unmet needs and potential opportunities through approved market research, data analysis and compliant customer interactions.

· Executes central marketing activities as well as regionally initiated marketing activities.

- Monitor product performance and the external environment using appropriate tools, and adjust marketing plans or recommend appropriate actions, where required, to support agreed business objectives.
- Collaborate with relevant cross-functional teams to develop an objective understanding of the healthcare landscape, treatment centres and external experts within the relevant disease area, in accordance with applicable policies and functional responsibilities.
- Identify the unmet needs of relevant patient segments and understand the impact of the disease across the patient journey, based on appropriate market research and aggregated insights.
- Support and coordinate, under the direction of the responsible Regulatory, Patient Safety and/or Medical functions, the timely and compliant distribution of approved regulatory and safety communications, including RMP educational materials and DHCPLs, in accordance with local and global requirements.
- · Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt.· Ensure a healthy and safe workplace by complying with Novartis HSE and ISEC standards, implementing measures, providing training and resources, supporting employee well-being, investigating incidents, and collaborating with HSE teams to maintain a safe environment while adhering to quality, ethical, health, safety, and environmental requirements.
    - 为整合品牌团队和上市团队的讨论准备品牌相关内容及材料。
    - 负责执行、监测和分析经批准的品牌行动计划，支持品牌的可持续发展。
    - 根据适用的法律法规、公司内部标准操作流程及行为准则要求，负责相关推广活动的策划与开发。
    - 监测并管理品牌预算、预测及费用，评估产品的市场组合和相关项目。
    - 通过经批准的市场调研、数据分析及合规的客户互动，识别市场洞察、未满足需求和潜在机会，为品牌策略和项目规划提供支持。
    - 根据经批准的计划及公司内部流程，规划并执行全国性及区域发起的市场活动。
    - 运用适当的工具监测产品表现及外部环境，并在需要时调整市场计划或提出相应行动建议，以支持既定业务目标的实现。
    - 与相关跨职能团队协作，在遵循适用政策及各职能职责边界的前提下，客观了解相关疾病领域的诊疗格局、诊疗中心及外部专家资源，为品牌规划提供洞察支持。
    - 基于适当的市场调研及汇总洞察，识别不同患者群体的未满足需求，并了解疾病在患者旅程各阶段对患者产生的影响。
    - 在法规、患者安全和/或医学等责任职能的指导下，支持并协调已批准的法规及安全性沟通材料的及时、合规分发，包括风险管理计划教育材料和致医疗卫生专业人士函，并确保相关工作符合本地及全球要求。
    - 对获悉的与诺华产品相关的技术投诉、不良事件及特殊情况，须在获悉后24小时内按照公司规定进行报告。
    - 在法律法规及公司政策允许且适用的情况下，按照内部标准操作流程以及既定的控制和问责要求，支持产品样品相关管理工作。
    - 遵守诺华HSE和ISEC标准，落实相应措施，提供必要的培训与资源，支持员工身心健康，调查相关事件，并与HSE团队协作，共同维护健康、安全的工作环境，同时遵守质量、道德、健康、安全及环境方面的各项要求。
    - undefined**Key performance indicators: 关键指标**· Market shareBusiness results against agreed objectives.· Ensure full compliance to all regulatory requirements市场份额业务及产品组合表现达到既定目标要求。确保全面遵守各项监管要求 **Minimum Requirements: 任职资格**
      Work Experience: 工作经验 Solid experience in Healthcare / Pharma / related business. Pre-launch activities. Market Knowledge and Network is desirable. Able to understand changing dynamics of Pharmaceutical industry.具备医疗健康、制药行业或相关领域的扎实工作经验。具备产品上市前准备相关经验。具备良好的行业认知及市场资源者优先考虑。能够理解并适应医药行业的发展趋势及业务环境变化。

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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