

Brand Manager

Job ID
REQ-10071101
фев 03, 2026
Китай

Сводка

品牌经理
Brand Manager

About the Role

Brand Strategy Development: Formulate long-term brand development plans, define market positioning, core values, and competitive strategies.

Market Analysis and Research: Monitor industry trends, competitor activities, and consumer insights to support data-driven decision-making.

Brand Communication and Promotion: Plan and execute integrated marketing campaigns (including advertising, PR, digital marketing, etc.) to enhance brand awareness and reputation.

Product and Marketing Management: Collaborate with product and sales teams to drive product innovation, pricing strategies, and channel promotion.

Budget and Performance Tracking: Manage brand marketing budgets, evaluate campaign effectiveness, and optimize ROI.

Internal Collaboration and Asset Management: Ensure alignment across internal and external teams on brand standards, maintaining consistency in visual identity and messaging.

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
正式
Shift Work
No

无障碍及便利设施

诺华承诺与残障人士共事并为他们提供合理的便利设施。如果您由于健康状况或残障在招聘过程的任何环节需要合理便利设施或者为了履行职位的基本职能请发送电子邮件至 diversityandincl.china@novartis.com 告知您的需求和联系方式，并在邮件中附上您的职位申请编号。

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