NOVARTIS

Brand Manager, IPA

Job ID
REQ-10071479
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Китай

Сводка

: patients activation execution through disease education programs via HCP and HCS social accounts covering different HCP segmentation, with effective and adaptable engagement approaches.

About the Role

l **Measurement:** active disease education HCP rate; # of content released by HCP/HCS; keywords share of voice in total Hyperlipidemia

l **Role and Responsibility:**

-HCP engagement strategy and execute engagement plan with efficient approaches by different HCP segmentation

-Disease education programs through HCP engagement forum and events

-Develop disease education programs with HCO/HCS and seek for effective coverage

-Track engagement activity and provide improvement suggestions based on insights

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
General Management
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

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

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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