

零售高级区域市场经理

Job ID REQ-10051341

5月 29, 2025

China

摘要

关于此角色:

我们正在寻找一名零售高级区域市场经理。您的工作将监督、辅导与带领区域销售团队开展产品的学术推广,以及高效的跨部门合作以推动品牌战略在区域内的实施,最终让患者受益!

About the Role

主要职责:

- 在营销预算内制定品牌战略、促销活动和战术计划,准备集成品牌团队和发布团队的内容。
- 领导跨职能部门的本地/区域品牌团队,包括协调综合产品战略计划和监测实现目标的执行过程

在指定地区内,通过中心/医院/ASL/

地区门诊层面的特定项目和服务和举措开展业务。将关键服务映射到关键医院中心内外竞争等内 向患者提供的关键服

务患者支持计划。)监控区域 /本地策略的执行,确保卓越且与诺华战略和客户需求保持一致

- 通过与客户互动来获得对区域市场的洞察力并找出机遇
- 为负责的品牌执行市场研究计划和市场洞察计划,同时监测/预测市场发展
- 监测和控制品牌预算、预期支出和费用,并评估产品的营销组合方案以评估成本效益和结果。
- -负责执行、监测和分析一致同意的战术计划,以确保品牌的成长

对多元化和包容性/平等就业机会的承诺:

诺华致力于为我们所服务的患者和社区建立一个优秀。包容的工作环境和多元化的团队。

基本要求:

- 大学本科及以上学历
- 良好的英语听说读写能力
- 3年以上制药行业相关经验, 1年以上管理经验
- 出色的的团队管理/领导能力。 合规意识强

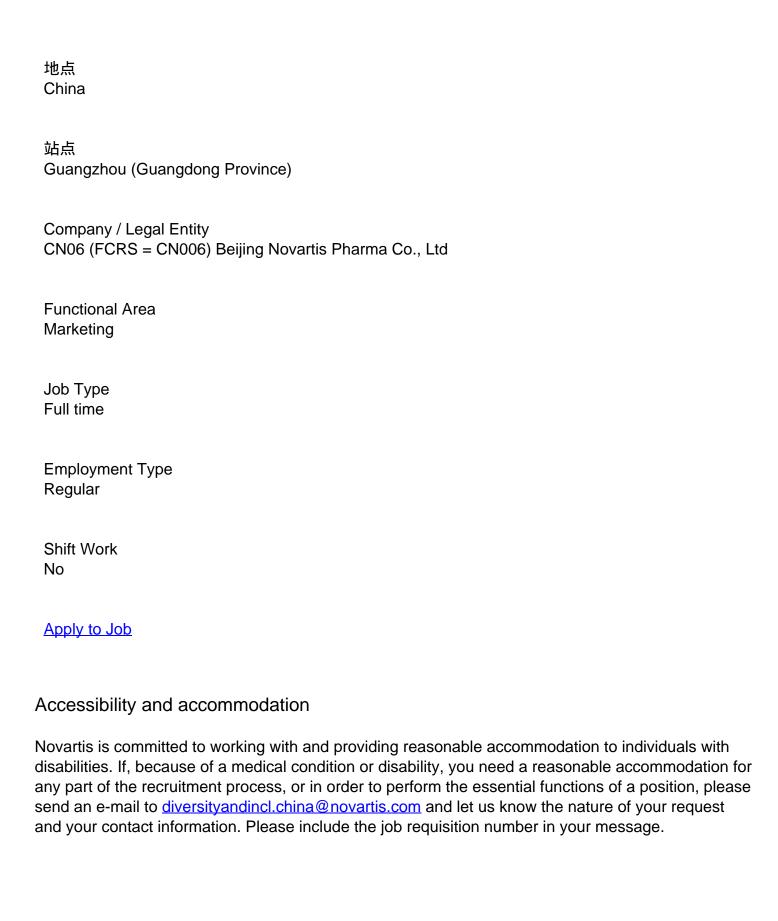
Why Novartis: Helping people with disease and their families takes more than innovative science. It takes a community of smart, passionate people like you. Collaborating, supporting and inspiring each other. Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together? https://www.novartis.com/about/strategy/people-and-culture

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up: https://talentnetwork.novartis.com/network

Benefits and Rewards: Read our handbook to learn about all the ways we'll help you thrive personally and professionally: https://www.novartis.com/careers/benefits-rewards

部门 International

Business Unit Innovative Medicines



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



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