

Trade Marketing Manager

Job ID
REQ-10051341

5月 29, 2025

China

摘要

Bu, Novartis ü r ü nlerinin farklı da ğ ı t ı m kanallar ı arac ı l ı ğ ı yla varl ı ğ ı n ı sa ğ lamay ı ama giri ŝ imlerin uygulanmas ı ndan ve uygulanmas ı ndan sorumludur.

About the Role

Major Accountabilities

–Ü st d ü zey s ı k u ç anlara hizmet vererek, i ŝ hedeflerimizi te ŝ vik ediyoruz.

–M ü ŝ terilerinizi ve ö nemli i ŝ letmeleri y ö netin

I ŝ lev

–Da ğ ı t ı m s ü recindeki en iyi uygulamalar ı n de ğ i ŝ imi

–Ç e ŝ itli sat ı ŝ kanallar ı (toptanc ı lar, perakendeciler, distrib ü t ö rler, vb. arac ı l ı ğ ı yla reklam)

–Bu ili ŝ kiler yerel olarak tedavi edilir.

Y ö netim eksikli ğ i

-Gereksiz olaylar ı n/teknik ş ikayetlerin/uyumluluk sorunlar ı n ı n belirlenmesi

Key Performance Indicators

Öl ç ü lebilir projelerin geli ş tirilmesi

Sat ı ş lar ı n kullan ı labilirli ğ i, pazar pay ı , ba ş lang ı ç saati, fiyat ve hedefler

Kat ı ve karma ş ı k uyumluluk i ş lemini izleyin

Work Experience

K ü lt ü rler Aras ı Deneyim

Öperasyon Y ö netimi ve Uygulama

Proje Y ö netimi

Skills

Marka Pazarlamas ı

Kategori Y ö netimi

M ü ş teri Pazarlamas ı

M ü ş teri Hizmetleri

Kilit M ü ş teri Y ö netimi

Pazarlama Planlar ı

Medya Kampanyalar ı

Ficarete

Promosyon (Pazarlama)

Yat ı r ı m Getirisi (ROI)

Sat ı ş

Stratejik Kaynak Kullan ı m ı

Language

İ ngilizce

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

地点
China

站点
Guangzhou (Guangdong Province)

Company / Legal Entity
CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd

Functional Area
Marketing

Job Type
Full time

Employment Type
Kadrolu

Shift Work
No

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