

Trade Marketing Manager

Job ID
REQ-10051341

5月 29, 2025

China

摘要

负责执行和执行所有旨在保证诺华产品通过各种分销渠道存在的举措。

About the Role

Major Accountabilities

- 通过确保高贸易客户服务水平, 推动诺华业务目标的实现;
- 在关键客户内部率先实施贸易;引领在功能
- 分享分发流程的最佳实践
- 在各种分销渠道即批发商、零售商、分销商进行促销和宣传活动
- 是现场部队和客户服务之间的联系
- 管理短缺
- 确保根据公司程序充分报告不良事件/技术投诉/合规问题

Key Performance Indicators

- 制定计划/项目, 其执行和衡量
- 收入、市场份额可用性、上市时间、定价与目标
- 遵守严格而复杂的合规程序

Work Experience

跨文化经历

运营管理和执行

项目管理

Skills

品牌营销

品类管理

客户营销

顾客服务

大客户管理

营销计划

媒体宣传

销售

促销营销)

投资回报率 ROI)

销售

战略采购

Language

英语

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
正式

Shift Work
No

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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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