

## Marketing Manager - IPA

Job ID  
REQ-10052108

5月 13, 2025

China

### 摘要

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

### About the Role

Major accountabilities:

- Measurement: active disease education HCP rate; # of content released by HCP/HCS; keywords share of voice in total Hyperlipidemia
- 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
- Major Accountabilities
  - Familiarity with the full-channel business models in pharmaceutical-related fields (hospitals, retail pharmacies, e-commerce, etc.)
  - With solid HCP engagement and activity execution experience in field
  - Strong self-motivation and interpersonal skills in X-function collaboration
  - Creative thinking, willing to take innovative practice, learning by doing

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部门  
International

Business Unit  
Innovative Medicines

地点  
China

站点  
Shanghai (Shanghai)

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

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

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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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