

# Senior Brand Manager

Job ID REQ-10063049

10月 16, 2025

China

# 摘要

Gestionnaires de marques locales OU sp é cialistes de sous-fonctions mondiales/ r é gionales/locales au sein d'une sous-fonction marketing sp é cifique.

D é finir la strat é gie produit en accord avec la direction locale et le d é partement marketing mondial, et mettre en œuvre des plans/projets tactiques de soutien.

#### About the Role

Major Accountabilities

- Pr é pare le contenu des é quipes de marque int é gr é es et des é quipes de lancement.
- Responsable de la mise en œuvre, de la surveillance et de l'analyse de correctives tactiques convenus pour assurer la croissance de la (des) marque(s)
- -Diriger I' é laboration des activit é s promotionnelles conform é ment aux directives internes de SOP et

du code de conduite.

- Surveille et contr ô le les budgets de marq, les pr é visions et les d é penses et é valuer le mix marketing de produits pour é valuer le rapport co û t-efficacit é et les r é sultats.
- Adentifie observ et possibilit é s du march é de la r é gion via les interactions des clients
- Æffectue les activit é s du marketing central ainsi que les activit é s marketing r é gionales entreprises
- Surveille performance produits et l'environnement externe à l'aide des outils appropri é s et prendre mesures correctives le cas é ch é ant pour atteindre le objectifs d'affaires
- Collaborer avec les é quipes marketing et m é dicales afin de maximiser les activit é s : Centres scouts, KOL et LO par maladie sur le territoire assign é Identifier les besoins sp é cifiques de chaque segment de patients et les implications de la maladie pour chacun d'eux sur le territoire assign é

# Key Performance Indicators

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### Work Experience

Exp é rience interculturelle Gestion et ex é cution des op é rations Gestion de projet

#### Skills

Marketing num é rique
Strat é gie marketing
Strat é gie produit
Gestion d'actifs
Marketing des produits
Gestion du cycle de vie des produits (Plm)
Compr é hension du secteur de la sant é
Domaines d'expertise prioritaires en mati è re de maladies
Excellence commerciale
Excellence op é rationnelle
Orientation client
Agilit é
Comp é tences d'influence
Comp é tences en n é gociation
Engagement des parties prenantes

#### Language

Gestion des parties prenantes Partenariats strat é giques Collaboration interfonctionnelle

#### Anglais

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? <a href="https://www.novartis.com/about/strategy/people-and-culture">https://www.novartis.com/about/strategy/people-and-culture</a>

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部门 International

Business Unit Innovative Medicines

地点 China

站点 Shanghai (Shanghai)

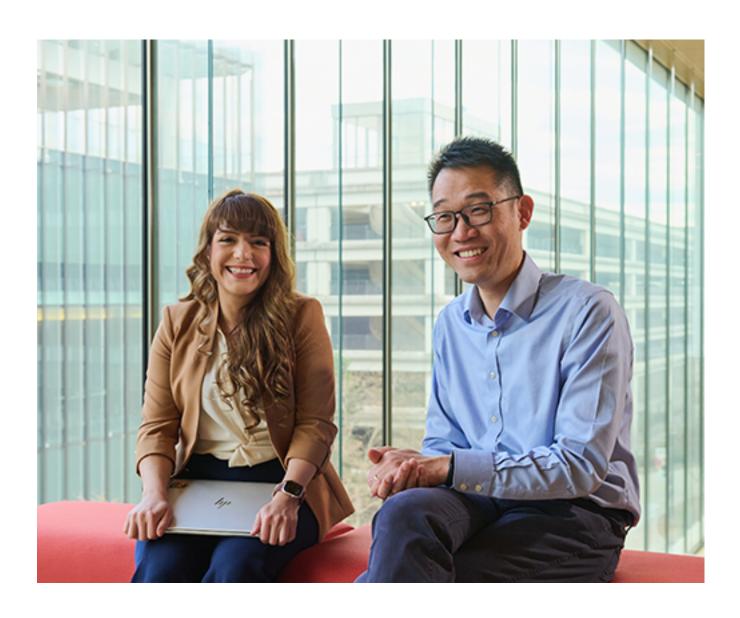
Company / Legal Entity CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd

Functional Area Marketing

Job Type Full time

Employment Type CDI

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