

Strategy Manager

Job ID
REQ-10065781

10月 30, 2025

Taiwan

摘要

#LI-Hybrid

This is a role equivalent to a local Brand Manager OR global / regional / local sub-function specialists within a specific marketing sub-function.

You will define product strategy in agreement with local management and global marketing department, and implement supporting tactical plans/projects.

In this role, you will report to the Therapeutic Area Head.

This role is based in Taipei, Taiwan. Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

About the Role

Major accountabilities:

- Responsible for Cardiovascular product marketing strategy and execution.
- Prepares content of Integrated Brand Teams and Launch Teams.
- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brand(s) -Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.
- Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results.
- Identifies area market insights and opportunity via customer interactions -Executes central marketing activities as well as regional initiated marketing activities -Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives -Collaborate with Marketing and Medical teams to maximize activities: -Scout centers, KOLs by disease within assigned territory -Identify specific needs for each segment of patients and the implications of the disease for each of them within assigned territory
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt
- Distribution of marketing samples (where applicable)

Key performance indicators:

- Market share & market share growth.
- Performance management and employee relations, feedback, meetings, surveys (i.e. Field Force, Marketing capabilities, Global Marketing, Medical Department, Regulatory Department) -Ensure full compliance to all regulatory requirements

Minimum Requirements:

Work Experience:

- International pharmaceutical company experience as must
- New launch experience in marketing is a must
- 3+ years marketing experience is a must
- Beyond countries networking and communication experience is a must
- Project Management is a must
- Operations Management and Execution is a must

Desire Requirements:

- Other commercial function experience is plus

Skills:

- Agility.
- Asset Management.
- Commercial Excellence.

- Cross-Functional Collaboration.
- Customer Orientation.
- Digital Marketing.
- Healthcare Sector Understanding.
- Influencing Skills.
- Marketing Strategy.
- Negotiation Skills.
- Operational Excellence.
- Priority Disease Areas Expertise.
- Product Lifecycle Management (PLM).
- Product Marketing.
- Product Strategy.
- Stakeholder Engagement.
- Stakeholder Management.
- Strategic Partnerships.

Languages :

- English
- Mandarin

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>

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部门
International

Business Unit

Universal Hierarchy Node

地点
Taiwan

站点
Taipei

Company / Legal Entity
TW03 (FCRS = TW003) Novartis (Taiwan) Co. Ltd

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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