

Associate Product Manager

Job ID
REQ-10066425

11月 09, 2025

Hong Kong Special Administrative Region, China

摘要

-Local Brand Managers OR global / regional / local sub-function specialists within a specific marketing sub-function. -Define product strategy in agreement with local management and global marketing department, and implement supporting tactical plans/projects.

About the Role

Major accountabilities:

- 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 and OLs 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:

- Cross Cultural Experience.
- Project Management.
- Operations Management and Execution.

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.

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

Hong Kong Special Administrative Region, China

站点

Hong Kong

Company / Legal Entity

HK02 (FCRS = HK002) Novartis Pharma

Functional Area

Marketing

Job Type

Full time

Employment Type
Regular

Shift Work
No

[Apply to Job](#)

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.



Job ID
REQ-10066425

Associate Product Manager

[Apply to Job](#)

Source URL:

<https://www.novartis.com.cn/careers/career-search/job/details/req-10066425-associate-product-manager>

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://talentnetwork.novartis.com/network>
3. <https://www.novartis.com/careers/benefits-rewards>
4. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Hong-Kong/Associate-Product-ManagerREQ-10066425-1>
5. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Hong-Kong/Associate-Product-ManagerREQ-10066425-1>