

## Strategy Manager

Job ID  
REQ-10067882

12月 05, 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 Oncology 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) and 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 and 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 by collaborate with cross function teams to maximize activities
- 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

## Key performance indicators:

- Market share & market share growth.
- Performance management and employee relations, feedback, meetings, surveys (i.e. Field Force, Marketing capabilities, Medical Department, Regulatory Department, KAM and APMA)
- Ensure full compliance to all regulatory 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.
- Influencing Skills.
- Marketing Strategy.
- Negotiation Skills.
- Operational Excellence.
- Priority Disease Areas Expertise.
- Product Lifecycle Management (PLM).
- Stakeholder Engagement and 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>

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

Marketing

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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