

## (高级区域市场经理

Job ID  
REQ-10071152

2月 03, 2026

China

### 摘要

Local Brand Managers OR global / regional / local sub-function specialists within specific marketing sub-function.

Opredeliti strategijo izdelka v dogovoru z lokalnim upravljanjem in globalnim oddelkom za trž enje ter izvajati podporne taktič ne načrte/projekte.

### About the Role

Major Accountabilities

- ~Pripravlja vsebino integriranih blagovnih znamk Teams in Launch Teams.
- ~Odgovoren za izvajanje, spremljanje in analizo dogovorjenih taktič nih načrtov, da se zagotovi rast blagovnih znamk
- ~Vodenje razvoja promocijskih dejavnosti v skladu z internimi smernicami SOP in kodeksa ravnanja

~Spremljanje in nadziranje proračuna, napovedi in stroškovne blagovnih znamk in ocena tržne kombinacije izdelka, da se oceni stroškovna učinkovitost in rezultate.  
~S pomočjo interakcij s kupci prepozna vpoglede in priložnosti trga na območju  
~Izvajala osrednje trženske aktivnosti, pa tudi regionalne tržne dejavnosti  
~Spremlja uspešnost izdelkov in zunanje okolje z uporabo ustreznih orodij in po potrebi korektivne ukrepe za doseganje poslovnih ciljev  
~Sodelujete z marketinškimi in medicinskimi ekipami za čim več aktivnosti: - Skavtski centri, KOL in OLs po bolezni na dodeljenem ozemlju - Opredelite posebne potrebe za vsak segment bolnikov in posledice bolezni za vsakega od njih na dodeljenem ozemlju

## Key Performance Indicators

Local Brand Managers OR global / regional / local sub-function specialists within specific marketing sub-function.

Opredeliti strategijo izdelka v dogovoru z lokalnim upravljanjem in globalnim oddelkom za trženje ter izvajati podporne taktične načrte/projekte.

## Work Experience

Medkulturne izkušnje  
Vodenje operacij in izvrševanje  
Vodenje projektov

## Skills

Digitalni marketing  
Tržna strategija  
Strategija izdelkov  
Upravljanje premoženja  
Trženje izdelkov  
Upravljanje življenjskega cikla izdelka (PLM)  
Razumevanje zdravstvenega sektorja  
Strokovno znanje o prednostnih področjih bolezni  
Komercialna odličnost  
Operativna odličnost  
Usmerjenost k strankam  
Agility  
Vplivanje na spretnosti  
Pogajalske spretnosti  
Sodelovanje deležnikov  
Upravljanje deležnikov  
Strateška partnerstva  
Medfunkcionalno sodelovanje

## Language

Angleščina

**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:** Learn about all the ways we'll help you thrive personally and professionally. [Read our handbook \(PDF 30 MB\)](#)

部门

International

Business Unit

Sales

地点

China

站点

Kunming (Yunnan Province)

Company / Legal Entity

CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd

Alternative Location 1

Guiyang (Guizhou Province), China

Functional Area

Marketing

Job Type

Full time

Employment Type

Redni sodelavec

Shift Work

No

```
function adjustKalturaPlayer() { var deviceWidth = window.innerWidth ||
document.documentElement.clientWidth || document.body.clientWidth; var mediaElement =
document.getElementById("kalturaplayer69c21a6cd0a7b881492445"); var mediaContainer =
mediaElement.closest('.nc-kaltura-media'); var originalWidth = "1200px"; var originalHeight = "674px";
var originalWidthValue = parseFloat(originalWidth); var originalHeightValue =
parseFloat(originalHeight); var mediaType = "video"; var isResponsive = false; // Get computed styles
of the container element. var parentStyles = window.getComputedStyle(mediaContainer); var
finalWidth = parseFloat(parentStyles.width); if (finalWidth < originalWidthValue) {
var config = { targetId:
"kalturaplayer69c21a6cd0a7b881492445", provider: { widgetId: "10m7rm1pm", partnerId:
"2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false,
allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: { download: {
disable: true }, "playkit-js-transcript":{ position: "right", // Default: bottom; ( ' left ', ' right', ' top ', 'bottom' ) to
enable transcript. expandMode: "over", // Default: alongside; ( ' alongside', ' hidden ', 'over' )
expandOnFirstPlay: false, showTime: true, downloadDisabled: false, printDisabled: false, disable:
true } }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu: false },
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; config.plugins.preventSeek = { preventSeekForward:
false, preventSeek: false }; config.plugins.floating = { disable: true }; config.plugins.navigation = {
position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; config.plugins['playkit-
js-hotspots'] = { disable: true }; config.plugins['playkit-js-moderation'] = { disable: true };
config.plugins['playkit-js-info'] = { disable: true }; config.plugins.share = { disable: true };
config.ui.uiComponents = []; config.plugins.googleTagManager = {};
config.plugins.googleTagManager.customEventsTracking = {};
config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
config.plugins.googleTagManager.customEventsTracking.custom = [];
config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents:
false, playlistEvents: false, castEvents: false } } };
```

```
try { var kalturaPlayer = KalturaPlayer.setup(config); // Add the player to the global array. if (typeof
kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var
kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } // Load the Player for other
media. kalturaPlayer.loadMedia({entryId: "1dgfvmafo"}); setTimeout(() => {
setupAutoPause(kalturaPlayerVideos); }, 500); function setupAutoPause(players) {
players.forEach((currentPlayer) => { currentPlayer.addEventListener('play', () => {
players.forEach((otherPlayer) => { if (otherPlayer !== currentPlayer && typeof otherPlayer.pause ===
'function') { otherPlayer.pause(); } })); }); }); } catch (e) { console.error(e.message) }
```



## VIDEO

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REQ-10071152

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