

区域市场经理

Job ID
REQ-10071843

2月 11, 2026

China

摘要

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About the Role

岗位职责：

1. 在营销预算内制定品牌战略、促销活动和战术计划。准备集成品牌团队和发布团队的内容。为负责的品牌执行市场研究计划和市场洞察计划，同时监测/预测市场发展
2. 负责执行、监测和分析一致同意的战术计划，以确保品牌的成长
3. 领导跨职能部门的本地/区域品牌团队，包括协调综合产品战略计划和监测实现目标的执行过程
4. 监测和控制品牌预算、预期支出和费用，并评估产品的营销组合方案以评估成本效益和结果。

5. 在收到后 24 小时内报告与诺华产品相关的技术投诉/不良事件/特殊情况6. 业绩管理和员工关系、反馈、会议、调查即员工和资源、营销职能、全球营销、医疗部门、法规部门)

岗位要求：

1. 大学本科及以上学历
2. 良好的英语听说读写能力
3. 3年以上制药行业相关经验, 1年以上管理经验
4. 出色的团队管理/领导能力, 合规意识强

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

Corporate & Division Services

地点

China

站点

Beijing (Beijing)

Company / Legal Entity

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

```
function adjustKalturaPlayer() { var deviceWidth = window.innerWidth ||
document.documentElement.clientWidth || document.body.clientWidth; var mediaElement =
document.getElementById("kalturaplayer69cc8a75166e5972366738"); 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  var config = { targetId:
"kalturaplayer69cc8a75166e5972366738", 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: "1dgvmafo"}); 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

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

Accessibility and accommodation

Novartis is committed to working with and providing reasonable accommodation to individuals with

disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.china@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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2. <https://www.novartis.com/sites/novartiscom/files/novartis-life-handbook.pdf>
3. <mailto:diversityandincl.china@novartis.com>
4. https://platform.moseeker.com/m/customize/page/novartis?job_number=REQ-10071843
5. https://platform.moseeker.com/m/customize/page/novartis?job_number=REQ-10071843