

(Senior) Marketing Manager, Patient

Job ID
REQ-10071946

5月 24, 2026

China

摘要

小型收入组织的营销主管或经验丰富的营销子职能经理。
制定并推动品牌营销计划的执行,以最大限度地提高市场份额和收入增长。

About the Role

Major Accountabilities

- 支持来自市场的高质量及时营销投入,并实施战术计划/项目,以通过生命周期管理实现品牌价值最大化
- 根据战略目标确保产品组合在制药市场的长期存在
- 确定最有效的细分市场推广产品,最有前途的目标
- 研究公司产品的医疗和营销信息,以确定其优势,市场份额,相对于目标群体的竞争对手定位,根据确定的目标群体进行营销推广策略。
- 研究消费者的社会人口特征,他们的需求,标准和态度,战略产品的消费模式。

-规划产品促销策略,制定促销方案、形式、方法和技术行动计划、媒体计划)根据预算执行财务纪律条款。

-计划责任范围内产品的供需,创建周期计划,实施和预测营业额年度营销计划,滚动预测,每月二级销售计划。)

-开发和组织活动,创建新产品的计划分发和系统实施水平。

-优先考虑资源和活动以实现卓越,并建立适当的流程和KPI来执行和跟踪,定期向所涉及的关键利益相关者报告进度和见解。保证客户营销团队中采用相同的方法。

-支持营销主管制定年度预算并管理总投资的每月财务预测

-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

-分发营销样本(如适用)

Key Performance Indicators

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Work Experience

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Skills

资产管理

营销策略

产品营销

产品生命周期管理 (PLM)

对医疗保健行业的理解

重点疾病领域专业知识

商业卓越

卓越运营

以客户为导向

敏捷

影响技能

谈判技巧

持份者参与

利害关系人管理

战略合作伙伴

跨职能协作

Language

英语

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

Marketing

地点

China

站点

Shanghai (Shanghai)

Company / Legal Entity

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

Functional Area

Marketing

Job Type

Full time

Employment Type

正式

Shift Work

No

```
var config = { targetId: "kalturaplayer6a14901ceac9c138266595", provider: { widgetId: "10m7rm1pm", partnerId: "2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause:
```

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false, allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: {},
sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true,
showSpeedMenu: false }, css : "/modules/custom/arcticnckalturaaddon/css/kalturavideo.css",
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(KalturaPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(KalturaPlayer.plugins["transcript"]) { config.plugins["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 }; } if (KalturaPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (KalturaPlayer.plugins["navigation"]) {
config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible:
false }; } if (KalturaPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; }
if (KalturaPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if
(KalturaPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if
(KalturaPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents =
[]; if (KalturaPlayer.plugins["googleAnalytics"]) { 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: "1_dgfvmafo"}); } catch (e) { console.error(e.message) }

```

无障碍及便利设施

诺华承诺与残障人士共事并为他们提供合理的便利设施。如果您由于健康状况或残障在招聘过程的任何环节需要合理便利设施或者为了履行职位的基本职能请发送电子邮件至 diversityandincl.china@novartis.com 告知您的需求和联系方式,并在邮件中附上您的职位申请编号。

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