

## (高级区域市场经理)

Job ID  
REQ-10075680

6月 22, 2026

China

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### 摘要

关于此角色：  
我们正在寻找一名高级区域市场经理。您的工作将监督、辅导与带领区域销售团队开展产品的学术推广，以及高效的跨部门合作以推动品牌战略在区域内的实施，最终让患者受益！

### About the Role

#### 主要职责：

- 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。
- 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

在指定地区内,通过中心 /医院/ASL/

地区门诊层面的特定项目和服务和举措开展业务。将关键服务映射到关键医院中心内外竞争等内  
向患者提供的关键服

务患者支持计划。)监控区域 /本地策略的执行,确保卓越且与诺华战略和客户需求保持一致

- 通过与客户互动来获得对区域市场的洞察力并找出机遇
- 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
- 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。
- -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

对多元化和包容性/平等就业机会的承诺 :

诺华致力于为我们所服务的患者和社区建立一个优秀、包容的工作环境和多元化的团队。

基本要求 :

- 大学本科及以上学历
- 良好的英语听说读写能力
- 3年以上制药行业相关经验, 1年以上管理经验
- 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  
Sales

地点  
China

站点  
Hefei (Anhui Province)

Company / Legal Entity  
CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a43c3bab5b6b669502876", provider: { widgetId: "10m7rm1pm", partnerId:
"2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false, muted: false, loop:
false }, sources: { options: {}, startTime: 0 }, disableUserCache: "true", plugins: {}, sources: { options:
{}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu:
false }, components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets:
['Playback', 'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
kPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(kPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(kPlayer.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 (kPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (kPlayer.plugins["navigation"]) { config.plugins.navigation =
{ position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; } if
(kPlayer.plugins["hotspots"]) { config.plugins["playkit-js-hotspots"] = { disable: true }; } if
(kPlayer.plugins["moderation"]) { config.plugins["playkit-js-moderation"] = { disable: true }; } if
(kPlayer.plugins["info"]) { config.plugins["playkit-js-info"] = { disable: true }; } if
(kPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents = []; if
```

```
(kPlayer.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 } }; }
```

```
// Ensure the global player registry array always exists, regardless of embed type.  
window.kalturaPlayerVideos = window.kalturaPlayerVideos || []; try { var thumbEmbedPromise =  
thumbnailEmbed({config, mediaInfo: {entryId: "1dgvmafo"}}); // thumbnailEmbed() returns a  
Promise that resolves with the player instance // when the user clicks the thumbnail. Use .then() to  
capture the player directly. thumbEmbedPromise .then(function(player) {  
window.kalturaPlayerVideos.push(player); // Notify kalturaDataLayer.js that a new player is ready so  
it can // attach custom event listeners immediately, regardless of when // the user clicked the  
thumbnail relative to page load. document.dispatchEvent(new CustomEvent('kalturaPlayerReady', {  
detail: { player: player } })); }) .catch(function(error) { console.error(error); }); } catch (e) {  
console.error(e.message) }
```

## 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](mailto: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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