

(Senior) Brand Manager- IMMU

Job ID
REQ-10078177

6月 22, 2026

China

Na voljo v: Slovenščina | [Deutsch](#) | [Español](#) | [Français](#) | [Italiano](#) | [日本語](#) | [Türk](#) | [English](#) | [中文](#) | [Nederlands](#) | _____

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 trženje ter izvajati podporne taktike na strate/projekte.

About the Role

Major Accountabilities

-Pripravlja vsebino integriranih blagovnih znamk Teams in Launch Teams.

-Odgovoren za izvajanje, spremljanje in analizo dogovorjenih taktik na tržnih področjih, 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 stroškov 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

-Izvaja osrednje trženske aktivnosti, pa tudi regionalne trženske dejavnosti

-Spremlja uspešnost izdelkov in zunanje okolje z uporabo ustreznih orodij in po potrebi korektivne ukrepe za doseganje poslovnih ciljev

-Sodelujte z marketinškimi in medicinskimi ekipami za izvedbo 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 naloge/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

Angle š ina

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

Redni sodelavec

Shift Work

No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a441882c299a108597877", 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 kaltura_dataalayer.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) }
```

Job ID
REQ-10078177

(Senior) Brand Manager- IMMU

[Apply to Job](#)



Job ID
REQ-10078177

(Senior) Brand Manager- IMMU

[Apply to Job](#)

Source URL:

<https://www.novartis.com.cn/careers/career-search/job/details/req-10078177-senior-brand-manager->

immu-sl-si

List of links present in page

1. <https://www.novartis.com.cn/careers/career-search/job/details/req-10078177-senior-brand-manager-immu-de-de>
2. <https://www.novartis.com.cn/careers/career-search/job/details/req-10078177-senior-brand-manager-immu-es-es>
3. <https://www.novartis.com.cn/careers/career-search/job/details/req-10078177-senior-brand-manager-immu-fr-fr>
4. <https://www.novartis.com.cn/careers/career-search/job/details/req-10078177-senior-brand-manager-immu-it-it>
5. <https://www.novartis.com.cn/careers/career-search/job/details/req-10078177-senior-brand-manager-immu-ja-jp>
6. <https://www.novartis.com.cn/careers/career-search/job/details/req-10078177-senior-brand-manager-immu-tr-tr>
7. <https://www.novartis.com.cn/careers/career-search/job/details/req-10078177-senior-brand-manager-immu>
8. <https://www.novartis.com.cn/careers/career-search/job/details/req-10078177-senior-brand-manager-immu-zh-cn>
9. <https://www.novartis.com.cn/careers/career-search/job/details/req-10078177-senior-brand-manager-immu-nl-nl>
10. <https://www.novartis.com.cn/careers/career-search/job/details/req-10078177-senior-brand-manager-immu-ru-ru>
11. <https://www.novartis.com/about/strategy/people-and-culture>
12. <https://www.novartis.com/sites/novartis.com/files/novartis-life-handbook.pdf>
13. <https://platform.moseeker.com/m/customize/page/novartis?jobnumber=REQ-10078177>
14. <https://platform.moseeker.com/m/customize/page/novartis?jobnumber=REQ-10078177>