

(Senior) Brand Manager- IMMU

Job ID
REQ-10078177

6月 22, 2026

China

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摘要

Yerel Marka Yöneticileri VEYA belirli bir pazarlama alt fonksiyonu içinde küresel / bölgesel / yerel alt fonksiyon uzmanları.

Yerel yönetim ve küresel pazarlama departmanı ile uyum içinde ürün stratejisi tanımlayın ve taktik planları / projeleri destekleyen uygulamak.

About the Role

Major Accountabilities

Entegre Marka Ekibi ve Lansman Takımlarının içeriğini hazırlar.

-Markalar ın b ü y ü mesini sa lamak i ç in ü zerine anla ılan taktiksel planlar ın uygulanmas ı , takibi analizinden sorumludur
~ ç SOP ' ler ve ahlak kurallar ına uygun olarak promosyon aktivitelerinin geli tirilmesine liderlik etmek.
-Maliyet etkinli ini ve sonu ç lar ın ı de erlendirmek i ç in marka b ü t ç elerini, tahminleri ve giderleri takip ve kontrol etmek ve ü r ü n ü n pazarlama kar ı m ın ı de erlendirmek.
-Mü teri etkile imleri arac ılı ıyla Pazar alan ı gör ü lerini ve f ı rsatlar ın ı belirler
-Merkezi ve b ö lgeler taraf ından ba lat ılan pazarlama aktivitelerini uygular
~ letme hedeflerine ula mak i ç in, uygun ara ç lar ı kullanarak ve gerekirse dü zeltici aksiyonlar alarak ü r ü n performans ın ı ve d i ortam ı takip eder
-Faaliyetleri en ü st dü zeye ç ı karmak i ç in Pazarlama ve Sa lık ekipleriyle i birli i yap ın: - Scout merkezleri, KOL'ler ve OSB'ler taraf ından belirlenen b ö lge i ç inde hastal ık - Hastalar ın her kesimi i ç in belirli ihtiya ç lar ı ve belirlenen b ö lge i ç inde her biri i ç in hastal ık ın etkilerini belirleyin

Key Performance Indicators

-Yerel Marka Y ö neticileri VEYA belirli bir pazarlama alt fonksiyonu i ç inde k ü resel / b ö lgesel / yerel alt fonksiyon uzmanlar ı .

-Yerel y ö netim ve k ü resel pazarlama departman ı ile uyum i ç inde ü r ü n stratejisi tan ı mlay ın ve taktik planlar ı / projeleri destekleyen uygulamak.

Work Experience

K ü lt ü rler Aras ı Deneyim
Operasyon Y ö netimi ve Uygulama
Proje Y ö netimi

Skills

Dijital Pazarlama
Pazarlama Stratejisi
Ü r ü n Stratejisi
Varlık Y ö netimi
Ü r ü n Pazarlaması
Ü r ü n Ya am D ö ng ü s ü Y ö netimi (PLM)
Sa lık Sekt ö r ü Anlay ışı
Öncelikli Hastal ık Alanlar ı Uzmanlı ığı
Ticari M ü kemellik
Operasyonel M ü kemellik
Mü teri Odaklılık
Çeviklik
Etkileme Becerileri
Mü zakere Becerileri
Payda Katılımı
Payda Y ö netimi
Stratejik Ortaklıklar
Fonksiyonlar Aras ı birli i

Language

ngilizce

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

Kadrolu

Shift Work
No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a43978979263750906138", 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) }
```

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