

Marketing Head

Job ID
REQ-10081107

6月 14, 2026

China

摘要

-Local marketing leader responsible for shaping and driving the local marketing strategy across brands, ensuring strong market relevance, execution excellence, and alignment with business priorities. This role leads the development, localization, implementation and optimization of marketing plans, customer engagement approaches and operational programs that strengthen brand performance, accelerate market impact and create cross-brand synergies in the short and long term. Contributes to strategic business planning, tactical program design and implementation, and ROI assessment from a local market perspective.

About the Role

Major accountabilities:

- Lead the development and execution of local marketing strategy across relevant brands, ensuring strong alignment with local market dynamics, customer insights and business

priorities

- Monitor local market performance, competitive trends, policy environment and customer needs to identify opportunities, risks and required plan adjustments in a timely manner
- Manage ROI assessments of local marketing initiatives and work closely with Sales and other stakeholders to ensure high-quality execution and field adoption
- Lead collaboration with cross-functional stakeholders including Sales, Medical, Market Access, Regulatory, Finance and Training to align local marketing priorities and build strong organizational buy-in
- Present local marketing strategy, business implications and action plans to senior management, especially in response to competitive threats, market shifts and emerging opportunities
- Collaborate with Global and regional teams on key strategic priorities, ensuring global direction is effectively translated into impactful local marketing plans and execution
- Provide leadership to the local marketing team, including coaching, capability building and fostering a collaborative mindset to support multiple brands effectively
- Ensure compliance with Novartis policies and procedures and full integration into the Novartis culture and support resources
- Lead local marketing readiness for new indications or priority initiatives, including local opportunity assessment, launch planning, customer engagement strategy and execution support
- Oversee local market research and insight generation, identify opportunities to strengthen customer-centric engagement, and drive cross-brand coordination to maximize the overall impact of local marketing resources and investments

Minimum Requirements:

Work Experience:

- Leading large and/or diverse multi-functional teams.
- Sales leadership.
- Process management.
- Experience managing large organizations.
- Experience working cross-functionally and trans-nationally.
- Project Management.
- Operations Management and Execution.

Skills:

- Agility.
- Asset Management.
- Business Strategy.
- Commercial Excellence.
- Cross-Functional Collaboration.
- Customer Orientation.
- Digital Marketing.
- Healthcare Sector Understanding.
- Influencing Skills.
- Inspirational Leadership.
- Marketing Strategy.
- Negotiation Skills.
- Operational Excellence.

- People Management.
- Priority Disease Areas Expertise.
- Product Lifecycle Management (Plm).
- Product Marketing.
- Product Strategy.
- Stakeholder Engagement.
- Stakeholder Management.
- Strategic Partnerships.

Languages :

- English.

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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
Regular

Shift Work
No

```
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"kalturaplayer6a30dc52dc793521406362", 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 kalturaPlayer =  
kPlayer.setup(config); // Add the player to the global array.  
window.kalturaPlayerVideos.push(kalturaPlayer); // Load the Player for other media.  
kalturaPlayer.loadMedia({entryId: "1dgvmafo"}); } catch (e) { console.error(e.message) }
```

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