

(Senior) Brand Manager-IMMU

Job ID
REQ-10084488

7月 24, 2026

China

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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 tr ž enje ter izvajati podporne takti č ne na č rte/projekte.

About the Role

Major Accountabilities

• Pripravlja vsebino integriranih blagovnih znamk Teams in Launch Teams.

•Odgovoren za izvajanje, spremljanje in analizo dogovorjenih taktičnih načrtov, 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 trgati 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 čim več 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 načrte/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
Komericalna odličnost
Operativna odličnost
Usmerjenost k strankam
Agility
Vplivanje na spretnosti
Pogajalske spretnosti
Sodelovanje deležnikov
Upravljanje deležnikov
Strateška partnerstva
Medfunkcionalno sodelovanje

Language

Angle š č 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:
"kalturaplayer6a657aa0d52af772123954", 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: "1dgfvmafo"}}); // 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 kalturaadatalayer.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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