

Senior Brand Manager

Job ID
REQ-10086029

9月 09, 2026

Hong Kong Special Administrative Region, 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 departmanları ile uyum içinde ürün stratejisi tanımlayıp ve taktik planları / projeleri destekleyen uygulamak.

About the Role

Major Accountabilities

Entegre Marka Ekipleri ve Lansman Takımlarının içeriğini hazırlar.

-Markalar ın b ü y ü mesini sa ğ lamak i ç in ü zerine anla ş ı lan taktiksel planlar ı n uygulanmas ı , takibi analizinden sorumludur
~İ ç SOP ' ler ve ahlak kurallar ı na uygun olarak promosyon aktivitelerinin geli ş tirilmesine liderlik etmek.
-Maliyet etkinli ğ ini ve sonu ç lar ı n ı de ğ 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 ş ı m ı n ı de ğ erlendirmek.
-M ü ş teri etkile ş imleri arac ı l ı ğ ı yla Pazar alan ı ğ ö r ü ş lerini ve f ı rsatlar ı n ı belirler
-Merkezi ve b ö lgeler taraf ı ndan ba ş lat ı lan pazarlama aktivitelerini uygular
~İ ş letme hedeflerine ula ş mak i ç in, uygun ara ç lar ı kullanarak ve gerekirse d ü zeltici aksiyonlar alarak ü r ü n performans ı n ı ve d i ş ortam ı takip eder
-Faaliyetleri en ü st d ü zeye ç ı karmak i ç in Pazarlama ve Sa ğ l ı k ekipleriyle i ş birli ğ i yap ı n: - Scout merkezleri, KOL'ler ve OSB'ler taraf ı ndan belirlenen b ö lge i ç inde hastal ı k - Hastalar ı n her kesimi i ç in belirli ihtiya ç lar ı ve belirlenen b ö lge i ç inde her biri i ç in hastal ı ğ ı n 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 ı n 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

Đijital Pazarlama
Pazarlama Stratejisi
Ü r ü n Stratejisi
Varl ı k Y ö netimi
Ü r ü n Pazarlamas ı
Ü r ü n Ya ş am D ö ng ü s ü Y ö netimi (PLM)
Sa ğ l ı k Sekt ö r ü Anlay ı ş ı
Öncelikli Hastal ı k Alanlar ı Uzmanl ı ğ ı
Ficari M ü kemellik
Operasyonel M ü kemellik
M ü ş teri Odakl ı l ı k
Çeviklik
Etkileme Becerileri
M ü zakere Becerileri
Payda ş Kat ı l ı m ı
Payda ş Y ö netimi
Stratejik Ortakl ı klar
Fonksiyonlar Aras ı İ ş birli ğ i

Language

ingilizce

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部门
International

Business Unit
Sales

地点
Hong Kong Special Administrative Region, China

站点
Hong Kong

Company / Legal Entity
HK02 (FCRS = HK002) Novartis Pharma

Functional Area
Marketing

Job Type
Full time

Employment Type
Kadrolu

Shift Work

No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6aa20e2ca8ff5202517305", 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: "1dgvfmafo"}}); // 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_adatalayer.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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