

Brand Manager, Retail Marketing (Patient Insights & Engagement)

Job ID
REQ-10086581

8月 26, 2026

China

摘要

关于此角色：

我们正在寻找一位以患者为中心、善于将洞察转化为行动的零售品牌经理。该岗位将通过患者洞察、市场研究和患者旅程分析，识别未满足需求与增长机会，并推动患者教育、患者激活和体验优化项目落地。您将与TA

Marketing、零售商务团队及跨职能伙伴紧密协作，为品牌在零售渠道的可持续增长提供支持。

About the Role

主要职责：

- **患者洞察与市场研究**
深入理解患者旅程、疾病认知、治疗行为及购药决策过程，识别患者未满足需求及关键增长机会。
设计并推动患者洞察项目，包括市场调研、患者访谈、数字化行为分析及行业趋势研究。

持续监测市场环境、患者行为及竞争动态，形成洞察驱动的业务建议。
将患者和市场洞察转化为可执行的品牌及患者策略，为业务决策提供支持。

- 患者旅程与患者体验优化

建立并持续优化重点疾病领域患者旅程地图，识别关键影响因素及患者痛点。
发现患者在疾病认知、诊断、治疗启动、依从性及持续治疗过程中的关键障碍。
联合医学、客户运营、数字化及商务团队，推动患者体验提升项目落地。

- 患者教育与患者激活

基于患者需求设计并实施患者教育及患者激活项目。
探索创新患者触达及互动模式，包括药房场景、数字化平台、电商及O2O生态等。
推动患者疾病认知提升、治疗管理及患者参与度提升项目。
持续评估项目效果，优化项目设计及投资回报。

- 品牌策略支持

与治疗领域市场团队共同制定患者导向的品牌增长策略。
运用患者洞察支持品牌规划、市场活动设计及患者解决方案开发。
支持重点品牌在零售渠道的增长项目规划与执行。
协助发掘并推动创新业务模式和新增长机会。

- 跨职能项目管理

与TA市场部、医学部、商务等跨部门开展紧密合作。
有效管理外部合作伙伴及项目资源，确保项目高质量交付。
确保所有项目符合公司合规要求及相关政策。

基本要求：

- 本科及以上学历，医学、药学、市场营销、工商管理等相关专业优先。
- 3年以上医药行业市场营销、品牌管理、患者营销、消费者营销、市场研究或相关工作经验；
- 卓越的洞察分析能力和商业敏锐度；
- 能够将数据及洞察转化为业务策略与执行方案；
- 优秀的项目管理及跨部门协作能力；
- 具备创新思维和较强的学习敏捷性；
- 良好的英语沟通能力。

理想要求：

- 具备患者洞察、消费者研究、客户体验或数字化营销相关经验者优先；
- 具有零售、DTP、互联网医疗、消费者健康或创新业务经验者优先。

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
Other

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

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a8f685bef72e582640787", 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:
```

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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 kalturadatalayer.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) }

```

Accessibility and accommodation

Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.china@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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