(Senior) Brand Manager

Job ID
REQ-10091293

十月 30, 2026

China

Disponibile in: Italiano | Deutsch | English | Espa ñ ol | Fran ç ais | 日本語 | Nederlands | P y c c к и й Sloven š č ina | T ü rk | 中文

摘要

Local Brand Managers OR global / regional / local sub-function specialists all'interno di una specifica sotto-funzione di marketing.

Definire la strategia del prodotto in accordo con il dipartimento di gestione locale e marketing globale e implementare piani/progetti tattici di supporto.

About the Role

Major Accountabilities

Prepara i contenuti dei team integrati del marchio e dei team di lancio.

-Responsabile dell'esecuzione, del monitoraggio e dell'analisi dei piani tattici concordati al fine di garantire la crescita del/dei marchio/i
-Guida lo sviluppo di attivit à promozionali in linea con le linee guida interne e il Codice di condotta.
-Monitorare e controllare i budget, le previsioni e le spese del marchio e valutare il marketing mix del prodotto per valutare l'efficacia dei costi e i risultati.
-Identifica le informazioni e le opportunit à del mercato dell'area tramite le interazioni con i clienti
-Esegue attivit à di marketing centrali e attivit à di marketing avviate a livello regionale
-Monitora le prestazioni del prodotto e l'ambiente esterno utilizzando gli strumenti appropriati e adottando misure correttive se necessario per raggiungere gli obiettivi aziendali
-Collaborare con team di Marketing e Medical per massimizzare le attivit à : - Centri scout, KOL e OLI per malattia all'interno del territorio assegnato - Identificare esigenze specifiche per ogni segmento di pazienti e le implicazioni della malattia per ciascuno di essi all'interno del territorio assegnato

Key Performance Indicators

-Local Brand Managers OR global / regional / local sub-function specialists allinterno di una specifica sotto-funzione di marketing.

-Definire la strategia del prodotto in accordo con il dipartimento di gestione locale e marketing globale e implementare piani/progetti tattici di supporto.

Work Experience

-Esperienze interculturali
-Operations management and execution
-Project Management

Skills

-Marketing Digitale
-Strategia di marketing
-Strategia di prodotto
-Gestione delle risorse
-Marketing del prodotto
-Gestione del ciclo di vita del prodotto (Plm)
-Comprensione del settore sanitario
-Aree patologiche prioritarie Competenza
-Eccellenza Commerciale
-Eccellenza operativa
-Orientamento al cliente
-Agilit à
-Influenzare le competenze
-Capacit à di negoziazione
-Coinvolgimento degli stakeholder
-Gestione degli stakeholder
-Partnership strategiche
-Collaborazione interfunzionale

Language

Inglese

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
Regolare

Shift Work
No

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