(Senior) Brand Manager

Job ID
REQ-10091293

十月 30, 2026

China

Beschikbaar binnen: Nederlands | Deutsch | English | Español | Français | Italiano | 日本語 | Русский | Slovenščina | Türk | 中文

摘要

Local Brand Managers OR global / regional / local sub-function specialisten binnen een specifieke marketing sub-functie.

Definieer productstrategie in overeenstemming met lokaal management en wereldwijde marketingafdeling en voer ondersteunende tactische plannen/projecten uit.

About the Role

Major Accountabilities

Bereidt inhoud van geïntegreerde merkteams voor en startteams.

-Verantwoordelijk voor uitvoering, volgen en analyse van de overeengekomen tactische plannen om te zorgen voor de groei van de merk(en)
-Leiden van de ontwikkeling van promotionele activiteiten in lijn met interne SOP's en richtlijnen voor de gedragscode.
-Volgen en regelen van budgetten voor merken, prognoses en onkosten en de marketingmix beoordelen van het product om kosteneffectiviteit en resultaten te evalueren.
-Bepaalt inzichten over marktinzichten en kans via klantinteracties
-Voert centrale marketingactiviteiten uit en ook regionaal begonnen marketing-activiteiten
-Controleert productprestaties en externe omgeving met behulp van de juiste tools en het nemen van corrigerende acties als vereist om zakelijke doelen te halen
-Werk samen met marketing- en medische teams om activiteiten te maximaliseren: - Scoutcentra, KOLs en OLs per ziekte binnen toegewezen gebied - Identificeer specifieke behoeften voor elk segment van pati ë nten en de implicaties van de ziekte voor elk van hen binnen toegewezen gebied

Key Performance Indicators

Local Brand Managers OR global / regional / local sub-function specialisten binnen een specifieke marketing sub-functie.

Definieer productstrategie in overeenstemming met lokaal management en wereldwijde marketingafdeling en voer ondersteunende tactische plannen/projecten uit.

Work Experience

Interculturele ervaring
Operationeel management en uitvoering
Projectmanagement

Skills

Digitale marketing
Marketingstrategie
Product Strategie
Vermogensbeheer
Productmarketing
Beheer van de levenscyclus van producten (Plm)
Inzicht in de zorgsector
Prioritaire ziektegebieden Expertise
Commerci ë le uitmuntendheid
Operationele uitmuntendheid
Klantgerichtheid
Wendbaarheid
Be ï nvloedingsvaardigheden
Onderhandelingsvaardigheden
Betrokkenheid van belanghebbenden
Stakeholder Management
Strategische partnerschappen
Cross-functionele samenwerking

Language

Engels

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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
Regelmatig

Shift Work
No

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