(Senior) Brand Manager

Job ID
REQ-10091293

十月 30, 2026

China

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

摘要

~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 takt planlar ı / projeleri destekleyen uygulamak.

About the Role

Major Accountabilities

~Entegre Marka Ekipleri ve Lansman Tak ı mlar ı n ı n i ç eri ğ ini haz ı rlar.

~Markalar ı n 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 taki 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 g 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 ı 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 i 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 takti planlar ı / projeleri destekleyen uygulamak.

Work Experience

Kültürler Arası Deneyim
Operasyon Yönetimi ve Uygulama
Proje Yönetimi

Skills

Dijital Pazarlama
Pazarlama Stratejisi
Ürün Stratejisi
Varlık Yönetimi
Ürün Pazarlaması
Ürün Yaşam Döngüsü Yönetimi (PLM)
Sağlık Sektörü Anlayışı
Öncelikli Hastalık Alanları Uzmanlığı
Ticari Mükemmellik
Operasyonel Mükemmellik
Müşteri Odaklılık
Çeviklik
Etkileme Becerileri
Müzakere Becerileri
Paydaş Katılımı
Paydaş Yönetimi
Stratejik Ortaklıklar
Fonksiyonlar Arası İş birliği

Language

İ ngilizce

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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
Kadrolu

Shift Work
No

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6ae58a221a1de273612099", 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 } }; }

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