Group Area Marketing Manager

Job ID
REQ-10091660

十一月 04, 2026

China

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

摘要

小型收入组织的营销主管或经验丰富的营销子职能经理。
制定并推动品牌营销计划的执行，以最大限度地提高市场份额和收入增长。

About the Role

Major Accountabilities

·支持来自市场的高质量及时营销投入，并实施战术计划/项目，以通过生命周期管理实现品牌价值最大化
·根据战略目标确保产品组合在制药市场的长期存在
·确定最有效的细分市场推广产品，最有前途的目标

~研究公司产品的医疗和营销信息，以确定其优势，市场份额，相对于目标群体的竞争对手定位，根据确定的目标群体进行营销推广策略。
~研究消费者的社会人口特征，他们的需求，标准和态度，战略产品的消费模式。
~规划产品促销策略，制定促销方案、形式、方法和技术行动计划、媒体计划）根据预算执行财务纪律条款。
~计划责任范围内产品的供需，创建周期计划，实施和预测营业额年度营销计划，滚动预测，每月二级销售计划）
~开发和组织活动，创建新产品的计划分发和系统实施水平。
~优先考虑资源和活动以实现卓越，并建立适当的流程和KPI来执行和跟踪，定期向所涉及的关键利益相关者报告进度和见解。保证客户营销团队中采用相同的方法。
~支持营销主管制定年度预算并管理总投资的每月财务预测
~在收到后24小时内报告与诺华产品相关的技术投诉/不良事件/特殊情况
~分发营销样本（如适用）

Key Performance Indicators

小型收入组织的营销主管或经验丰富的营销子职能经理。
制定并推动品牌营销计划的执行，以最大限度地提高市场份额和收入增长。

Work Experience

~

Skills

资产管理
营销策略
产品营销
产品生命周期管理 PLM）
对医疗保健行业的理解
重点疾病领域专业知识
商业卓越
卓越运营
以客户为导向
敏捷
影响技能
谈判技巧
持份者参与
利害关系人管理
战略合作伙伴
跨职能协作

Language

英语

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
正式

Shift Work
No

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6aeb48a78c46b803036129", 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: "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 kaltura datalayer.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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