NOVARTIS

(Senior) Area Marketing Manager-BC

Job ID
REQ-10091682

十一月 04, 2026

China

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摘要

Local Brand Managers OR global / regional / local sub-function specialists within a specific marketing sub-function. Define product strategy in agreement with local management and global marketing department and implement supporting tactical plans/projects.
负责特定产品或品牌的市场管理工作，在全球、区域及本地团队协作框架下，共同制定并推动产品战略方向，规划和执行相关市场项目与行动计划，以支持产品价值传递及患者获益。

About the Role

Job Description 职务描述

· Prepares content of Integrated Brand Teams and Launch Teams.

· Responsible for execution, monitoring and analysis of the agreed tactical plans to ensure the business objectives of the brand(s).

· Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.

· Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results.

- Identify market insights, unmet needs and potential opportunities through approved market research, data analysis and compliant customer interactions.

· Executes central marketing activities as well as regionally initiated marketing activities.

- Monitor product performance and the external environment using appropriate tools, and adjust marketing plans or recommend appropriate actions, where required, to support agreed business objectives.
- Collaborate with relevant cross-functional teams to develop an objective understanding of the healthcare landscape, treatment centres and external experts within the relevant disease area, in accordance with applicable policies and functional responsibilities.
- Identify the unmet needs of relevant patient segments and understand the impact of the disease across the patient journey, based on appropriate market research and aggregated insights.
- Support and coordinate, under the direction of the responsible Regulatory, Patient Safety and/or Medical functions, the timely and compliant distribution of approved regulatory and safety communications, including RMP educational materials and DHCPLs, in accordance with local and global requirements.
- · Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt. · Ensure a healthy and safe workplace by complying with Novartis HSE and ISEC standards, implementing measures, providing training and resources, supporting employee well-being, investigating incidents, and collaborating with HSE teams to maintain a safe environment while adhering to quality, ethical, health, safety, and environmental requirements.
    - 为整合品牌团队和上市团队的讨论准备品牌相关内容及材料。
    - 负责执行、监测和分析经批准的品牌行动计划，支持品牌的可持续发展。
    - 根据适用的法律法规、公司内部标准操作流程及行为准则要求，负责相关推广活动的策划与开发。
    - 监测并管理品牌预算、预测及费用，评估产品的市场组合和相关项目。
    - 通过经批准的市场调研、数据分析及合规的客户互动，识别市场洞察、未满足需求和潜在机会，为品牌策略和项目规划提供支持。
    - 根据经批准的计划及公司内部流程，规划并执行全国性及区域发起的市场活动。
    - 运用适当的工具监测产品表现及外部环境，并在需要时调整市场计划或提出相应行动建议，以支持既定业务目标的实现。
    - 与相关跨职能团队协作，在遵循适用政策及各职能职责边界的前提下，客观了解相关疾病领域的诊疗格局、诊疗中心及外部专家资源，为品牌规划提供洞察支持。
    - 基于适当的市场调研及汇总洞察，识别不同患者群体的未满足需求，并了解疾病在患者旅程各阶段对患者产生的影响。
    - 在法规、患者安全和/或医学等责任职能的指导下，支持并协调已批准的法规及安全性沟通材料的及时、合规分发，包括风险管理计划教育材料和致医疗卫生专业人士函，并确保相关工作符合本地及全球要求。

- 对获悉的与诺华产品相关的技术投诉、不良事件及特殊情况，须在获悉后24小时内按照公司规定进行报告。
- 在法律法规及公司政策允许且适用的情况下，按照内部标准操作流程以及既定的控制和问责要求，支持产品样品相关管理工作。
- 遵守诺华HSE和ISEC标准，落实相应措施，提供必要的培训与资源，支持员工身心健康，调查相关事件，并与HSE团队协作，共同维护健康、安全的工作环境，同时遵守质量、道德、健康、安全及环境方面的各项要求。
- undefined**Key performance indicators: 关键指标**· Market shareBusiness results against agreed objectives.· Ensure full compliance to all regulatory requirements 市场份
  额业务及产品组合表现达到既定目标要求。确保全面遵守各项监管要求 **Minimum Requirements: 任职资格**
  Work Experience: 工作经验 Solid experience in Healthcare / Pharma / related business. Pre-launch activities. Market Knowledge and Network is desirable. Able to understand changing dynamics of Pharmaceutical industry.具备医疗健康、制药行业或相关领域的扎实工作经验。具备产品上市前准备相关经验。具备良好的行业认知及市场资源者优先考虑。能够理解并适应医药行业的发展趋势及业务环境变化。

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
Regular

Shift Work
No

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6aeb67a6d602c891421985", 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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