Brand Manager -Renal

Job ID
REQ-10093379

十一月 26, 2026

Japan

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

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.

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 takt
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

İngilizce

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
Japan

站点
Toranomon (NPKK Head Office)

Company / Legal Entity
JP05 (FCRS = JP005) Novartis Pharma K.K.

Functional Area
Marketing

Job Type
Full time

Employment Type
Kadrolu

Shift Work
No

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var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6b087ffe033aa986232202", 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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// 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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