

Brand Manager

Job ID

REQ-10071101

Feb 03, 2026

LOC_CN

About the Role

Brand Strategy Development: Formulate long-term brand development plans, define market positioning, core values, and competitive strategies.

Market Analysis and Research: Monitor industry trends, competitor activities, and consumer insights to support data-driven decision-making.

Brand Communication and Promotion: Plan and execute integrated marketing campaigns (including advertising, PR, digital marketing, etc.) to enhance brand awareness and reputation.

Product and Marketing Management: Collaborate with product and sales teams to drive product innovation, pricing strategies, and channel promotion.

Budget and Performance Tracking: Manage brand marketing budgets, evaluate campaign effectiveness, and optimize ROI.

Internal Collaboration and Asset Management: Ensure alignment across internal and external teams on brand standards, maintaining consistency in visual identity and messaging.

Role Requirements

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 \(PDF 30 MB\)](#)

Division

DIV_IM

Business Unit

Marketing

Location

LOC_CN

Site

Shanghai (Shanghai)

Company / Legal Entity

CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd

Functional Area

FCT_MM

Job Type

Full time

Employment Type

正式

Shift Work

No

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4. <https://www.moseeker.com>
5. <https://www.moseeker.com>