

# (Senior) Marketing Manager, Patient

Job ID

REQ-10071946

May 24, 2026

LOC\_CN

## About the Role

Major accountabilities:

- Support with high quality timely marketing input from the market and implement tactical plans / projects in order to maximize the value of the brand(s) through life cycle management -To ensure the long-term presence of products portfolio at the pharmaceutical market accordance with the strategic goals -To identify the most effective market segments to promote products, the most promising target -To study medical and marketing information on products of the company to define their benefits, market share, positioning relatively to target groups of competitors, marketing promotion strategy in accordance to defined target groups.
- To study the socio-demographic characteristics of consumers, their needs, criteria and attitudes consumption patterns of strategic products.
- To plan product promotion tactics, develop the scheme, forms, methods and technology of promotion (action plan, media plan), to implement the terms of the financial discipline in accordance with budget.
- To plan the supply and demand for products within the area of responsibility, create cycle plans, implementation and forecasts turnover (yearly marketing plan, rolling forecast, monthly secondary sales plan).
- Develop and organize events, create the planned level of distribution and systematic implementation of new products.
- Prioritize resources and activities towards the excellence and establish the appropriate processes and KPIs to execute and track, reporting progress and insights regularly to key stakeholders involved.
- Guarantee the same approach among the Customer Marketing team.
- Support Head of Marketing in building the annual budget and in management of the monthly financial forecasting of total investments
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt
- Distribution of marketing samples (where applicable )

Key performance indicators:

- Contributes to overall sales target.
- Budget responsibility for projects
- Manage and optimize relationships with all relevant stakeholders

Minimum Requirements:

Work Experience:

- Cross Cultural Experience.
- Operations Management and Execution.
- People Leadership.
- Project Management.
- Proven Ability to Develop trust-based relationships with key regional.
- stakeholders.

Skills:

- Agility.
- Asset Management.
- Commercial Excellence.

- Cross-Functional Collaboration.
- Customer Orientation.
- Healthcare Sector Understanding.
- Influencing Skills.
- Marketing Strategy.
- Negotiation Skills.
- Operational Excellence.
- Priority Disease Areas Expertise.
- Product Lifecycle Management (PLM).
- Product Marketing.
- Stakeholder Engagement.
- Stakeholder Management.
- Strategic Partnerships.

Languages :

- English.

## 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

Regular

Shift Work

No

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