

(Senior) Marketing Manager -CRM

Job ID

REQ-10077560

May 27, 2026

LOC_CN

About the Role

Your key responsibilities:

- 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 & 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)

Desirable requirements:

- Must meet the requirements for major, academic background and professional qualifications as specified in the filing regulations
- People Leadership
- Operations Management and Execution
- Project Management
- Proven Ability to develop trust-based relationships with key regional stakeholders
- English NA

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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List of links present in page

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2. <https://www.novartis.com/about/strategy/people-and-culture>
3. https://www.novartis.com/sites/novartis_com/files/novartis-life-handbook.pdf
4. <https://www.moseeker.com>
5. <https://www.moseeker.com>