NOVARTIS

(Senior) Brand Manager- BC

Job ID
REQ-10085307
Sep 03, 2026
LOC_CN

About the Role

Key Responsibilities：

Develops brand strategy, promotional campaigns and tactical plans within marketing budgets. Prepares content of Integrated Brand Teams and Launch Teams

Runs market research programs & market insights for responsible brand and monitors /anticipates market development

Responsible for execution, monitoring and analysis of the agreed tactical plans

Lead the cross-functional local/regional brand Team, incl. coordination of Integrated Product Strategy Plan, and monitoring the execution of objectives. Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.

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

Identifies area market insights and opportunity via customer interactions

Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives

Compliance with applicable policies, procedures, and other regulations

Essential Requirements:

Must meet the requirements for major, academic background and professional qualifications as specified in the filing regulations

Operations Management and Execution

Project Management Cross Cultural Experience

English

Desirable Requirements:

Ability to work and lead (a cross-functional team) in a matrix environment.

Able to understand changing dynamics of Pharmaceutical industry 3-4 years relevant experience

Role Requirements

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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