NOVARTIS

（ Senior ）Marketing Manager-Hema

Job ID
REQ-10090976
Oct 28, 2026
LOC_CN

About the Role

· Support with high quality and timely marketing input from the market and implement tactical plans/projects to maximize the value of the brand(s) through lifecycle management.

· To ensure the long-term presence of the product portfolio in the pharmaceutical market in line with strategic goals.

· To identify priority market segments and target customer groups to support brand strategy and product positioning.

· To analyze medical and marketing information relating to company products, including benefits, market share, positioning versus competitors and marketing strategies for defined target groups.

· To study the socio-demographic characteristics of consumers, their needs, attitudes and consumption patterns related to strategic products.

· To plan product promotion tactics and develop action plans, media plans and promotion approaches, while ensuring financial discipline in accordance with approved budgets.

· To support demand planning and forecasting activities within the area of responsibility, including annual marketing planning, rolling forecasts and monthly business planning.

· To develop and organize events and support the successful launch and implementation of new products in line with approved plans.

· To prioritize resources and activities, establish appropriate processes and KPIs to monitor execution, and regularly report progress and insights to key stakeholders.

· To ensure alignment and consistent ways of working across the Customer Marketing team.

· Support the Head of Marketing in developing the annual budget and managing monthly financial forecasts of total investments.

· Reporting of technical complaints/adverse events/special case scenarios related to Novartis products within 24 hours of receipt.

· Support product sample management activities where applicable and permitted by local requirements.

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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