NOVARTIS

(Senior) Area Marketing Manager-BC

Job ID
REQ-10091682
Nov 04, 2026
LOC_CN

About the Role

Job Description 职务描述

· Prepares content of Integrated Brand Teams and Launch Teams.

· Responsible for execution, monitoring and analysis of the agreed tactical plans to ensure the business objectives of the brand(s).

· Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.

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

- Identify market insights, unmet needs and potential opportunities through approved market research, data analysis and compliant customer interactions.

· Executes central marketing activities as well as regionally initiated marketing activities.

- Monitor product performance and the external environment using appropriate tools, and adjust marketing plans or recommend appropriate actions, where required, to support agreed business objectives.
- Collaborate with relevant cross-functional teams to develop an objective understanding of the healthcare landscape, treatment centres and external experts within the relevant disease area, in accordance with applicable policies and functional responsibilities.
- Identify the unmet needs of relevant patient segments and understand the impact of the disease across the patient journey, based on appropriate market research and aggregated insights.
- Support and coordinate, under the direction of the responsible Regulatory, Patient Safety and/or Medical functions, the timely and compliant distribution of approved regulatory and safety communications, including RMP educational materials and DHCPLs, in accordance with local and global requirements.
- · Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt.· Ensure a healthy and safe workplace by complying with Novartis HSE and ISEC standards, implementing measures, providing training and resources, supporting employee well-being, investigating incidents, and collaborating with HSE teams to maintain a safe environment while adhering to quality, ethical, health, safety, and environmental requirements.
    - 为整合品牌团队和上市团队的讨论准备品牌相关内容及材料。
    - 负责执行、监测和分析经批准的品牌行动计划，支持品牌的可持续发展。
    - 根据适用的法律法规、公司内部标准操作流程及行为准则要求，负责相关推广活动的策划与开发。
    - 监测并管理品牌预算、预测及费用，评估产品的市场组合和相关项目。
    - 通过经批准的市场调研、数据分析及合规的客户互动，识别市场洞察、未满足需求和潜在机会，为品牌策略和项目规划提供支持。
    - 根据经批准的计划及公司内部流程，规划并执行全国性及区域发起的市场活动。
    - 运用适当的工具监测产品表现及外部环境，并在需要时调整市场计划或提出相应行动建议，以支持既定业务目标的实现。
    - 与相关跨职能团队协作，在遵循适用政策及各职能职责边界的前提下，客观了解相关疾病领域的诊疗格局、诊疗中心及外部专家资源，为品牌规划提供洞察支持。
    - 基于适当的市场调研及汇总洞察，识别不同患者群体的未满足需求，并了解疾病在患者旅程各阶段对患者产生的影响。

- 在法规、患者安全和/或医学等责任职能的指导下，支持并协调已批准的法规及安全性沟通材料的及时、合规分发，包括风险管理计划教育材料和致医疗卫生专业人士函，并确保相关工作符合本地及全球要求。
- 对获悉的与诺华产品相关的技术投诉、不良事件及特殊情况，须在获悉后24小时内按照公司规定进行报告。
- 在法律法规及公司政策允许且适用的情况下，按照内部标准操作流程以及既定的控制和问责要求，支持产品样品相关管理工作。
- 遵守诺华HSE和ISEC标准，落实相应措施，提供必要的培训与资源，支持员工身心健康，调查相关事件，并与HSE团队协作，共同维护健康、安全的工作环境，同时遵守质量、道德、健康、安全及环境方面的各项要求。
- undefinedKey performance indicators: 关键指标· Market shareBusiness results against agreed objectives.· Ensure full compliance to all regulatory requirements市场份额业务及产品组合表现达到既定目标要求。确保全面遵守各项监管要求 Minimum Requirements: 任职资格
  Work Experience: 工作经验Solid experience in Healthcare / Pharma / related business. Pre-launch activities. Market Knowledge and Network is desirable. Able to understand changing dynamics of Pharmaceutical industry. 具备医疗健康、制药行业或相关领域的扎实工作经验。具备产品上市前准备相关经验。具备良好的行业认知及市场资源者优先考虑。能够理解并适应医药行业的发展趋势及业务环境变化。

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
Apply to Job

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