

Area Marketing Manager

Job ID
REQ-10004696
May 06, 2024
China

Summary

Your Responsibilities:

Your responsibilities include, but not limited to:

- Transit brand strategy to each regional marketing tactical plans and work out the regional marketing POA. Working together with sales team to develop sales PoA to ensure brand strategy execution.
- Design, manage, coordinate and evaluate brand tactical plans and category A&P budgets for Area activities
- Ensure high quality execution of agreed tactical plans and regional POA for Specialty activities
- Develop local speaker and maintain the constructive relationship to improve speaker's preference and impact.
- Provide support to central marketing POA execution in region.
- Manages area category budgets for area activities .Ensure brand messages consistency .Coach and provide guidance to the staff to be compliant. Support brand strategy definition and C4 MPH plan
- Ensures that NP4 guidelines are fully respected in regional marketing driven activities. Coach and provide guidance to the staff to be compliant.

About the Role

What you'll bring to the role:

- University degree in Business or Science
- Fluent in both written and spoken Chinese Mandarin
- 6 years marketing experience within pharmaceutical industry, 3 years in management position Marketing experience preferred
- 3+ years DSM experience is required and after the local marketing work aim to work in sales management field for future career path

Desirable Requirements:

- MBA preferred
- Fluent in both written and spoken English

Why consider Novartis?

799 million. That's how many lives our products touched in 2019. And while we're proud of that fact, in this world of digital and technological transformation, we must also ask ourselves this: how can we continue to improve and extend even more people's lives?

We believe the answers are found when curious, courageous and collaborative people like you are brought together in an inspiring environment. Where you're given opportunities to explore the power of digital and data. Where you're empowered to risk failure by taking smart risks, and where you're surrounded by people who share your determination to tackle the world's toughest medical challenges.

Imagine what you could do at Novartis!

Commitment to Diversity & Inclusion:

Novartis embraces diversity, equal opportunity and inclusion. We are committed to building diverse teams, representative of the patients and communities we serve, and we strive to create an inclusive workplace that cultivates bold innovation through collaboration, and empowers our people to unleash their full potential. Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to learn more about Novartis and our career opportunities, join the Novartis Network here: <https://talentnetwork.novartis.com/network>

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>

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up: <https://talentnetwork.novartis.com/network>

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

Division

International

Business Unit

Innovative Medicines

Location

China

Site

Wuhan (Hubei Province)

Company / Legal Entity

CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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