

Marketing Director

Job ID
REQ-10044352

3月 13, 2025

China

摘要

-Marketing leader in a medium revenue organization OR regional/global brand leader for a small revenue organization. Responsible for the development, implementation and execution of brand strategy, marketing mix and operational plans that optimize sales, market share and revenue growth for a brand or set of brands in the short and long term. Contributes to the development and execution of the strategic business plan, tactical program development and implementation, and ROI assessment

About the Role

Major accountabilities:

- Lead the development and implementation of the strategic marketing for the brand -Monitor the product performance, competitive environment and customerbase to quickly identify plan changes -Manage ROI assessments of tactical programs, & while collaborating with Sales

Leadership, ensure proper execution throughout the field force(s) -Lead interactions with extended brand team members including other functional areas (Sales, Managed Markets, Medical, Clinical, Regulatory, Training, Finance, and others, building consensus/buy-in among these team members -Present to senior management on strategy and action plans to address competitive threats and/ or exogenous market events -Collaborate with Global on critical brand issues related to development, aligning as appropriate to the global brand strategy.

- Provide leadership to the brand team and extended brand team members including coaching, advising, and developing team members -Ensure compliance with Novartis policies and procedures and full integration into the Novartis culture and support resources -Lead the preparation and launch of new indication(s) , defining market size, opportunity, forecast, aligning with Global, pre-marketing & marketing plans, participating in negotiations and execution plan -Oversee market research initiatives as part of brand plans and anticipate market reactions / changes -Provides strategic leadership with cross-functional GPT members (i.e., DRA, Clinical, TRD, etc.) to ensure cohesion & brand integrity, pricing, safety messaging, pharmacovigilance, regulatory interactions, manufacturing, packaging, distribution and supply forecasting across indications within a disease area -Reporting of technical complaints /adverse events /special case scenarios related to Novartis products within 24 hours of receipt -Distribution of marketing samples (where applicable)

Key performance indicators:

- Quality of deliverables, product development, launch process and post -marketing surveillance -Brand sales and market share

Minimum Requirements:

Work Experience:

- Leading large and/or diverse multi-functional teams.
- Sales leadership.
- Process management.
- Experience managing large organizations.
- Experience working cross-functionally and trans-nationally.
- Project Management.
- Operations Management and Execution.

Skills:

- Agility.
- Asset Management.
- Business Strategy.
- Commercial Excellence.
- Cross-Functional Collaboration.
- Customer Orientation.
- Digital Marketing.
- Healthcare Sector Understanding.
- Influencing Skills.
- Inspirational Leadership.
- Marketing Strategy.
- Negotiation Skills.

- Operational Excellence.
- People Management.
- Priority Disease Areas Expertise.
- Product Lifecycle Management (Plm).
- Product Marketing.
- Product Strategy.
- Stakeholder Engagement.
- Stakeholder Management.
- Strategic Partnerships.

Languages :

- English.

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>

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Benefits and Rewards: Read our handbook to learn about all the ways we ' ll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

部门
International

Business Unit
Innovative Medicines

地点
China

站点

Shanghai (Shanghai)

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



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