

## (高级) 区域市场经理

Job ID  
REQ-10032780  
Dec 08, 2024  
China

### Summary

关于此角色：

我们正在寻找一名(高级)区域市场经理。您的工作将监督、辅导与带领区域销售团队开展产品的学术推广，以及高效的跨部门合作以推动品牌战略在区域内的实施，最终让患者受益！

### About the Role

#### Major accountabilities:

- Prepares content of Integrated Brand Teams and Launch Teams.
- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth 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.
- Identifies area market insights and opportunity via customer interactions -Executes central marketing activities as well as regional initiated marketing activities -Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives - Collaborate with Marketing and Medical teams to maximize activities: -Scout centers, KOLs and OLs by disease within assigned territory -Identify specific needs for each segment of patients and the implications of the disease for each of them within assigned territory

#### Key performance indicators:

- Market share & market share growth.
- Performance management and employee relations, feedback, meetings, surveys (i.e. Field Force, Marketing capabilities, Global Marketing, Medical Department,Regulatory Department) -Ensure full compliance to all regulatory requirements

#### Minimum Requirements:

##### Work Experience:

- Cross Cultural Experience.
- Project Management.
- Operations Management and Execution.

##### Skills:

- Agility.

- Asset Management.
- Commercial Excellence.
- Cross-Functional Collaboration.
- Customer Orientation.
- Digital Marketing.
- Healthcare Sector Understanding.
- Influencing Skills.
- Marketing Strategy.
- Negotiation Skills.
- Operational Excellence.
- 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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<https://talentnetwork.novartis.com/network>

**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>

Division

International

Business Unit

Innovative Medicines

Location

China

Site

Kunming (Yunnan 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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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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