

# Marketing Manager - IPA

Job ID  
REQ-10052108  
Jul 11, 2025  
China

## Summary

patients activation through disease education programs via HCP and HCS social accounts covering different HCP segmentation, with effective and adaptable engagement approaches.

## About the Role

### Major accountabilities:

- **Measurement:** active disease education HCP rate; # of content released by HCP/HCS; keywords share of voice in total Hyperlipidemia
- **Role and Responsibility:**
  - HCP engagement strategy and execute engagement plan with efficient approaches by different HCP segmentation
  - Disease education programs through HCP engagement forum and events
  - Develop disease education programs with HCO/HCS and seek for effective coverage
  - Track engagement activity and provide improvement suggestions based on insights
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- **Major Accountabilities**
  - Familiarity with the full-channel business models in pharmaceutical-related fields (hospitals, retail pharmacies, e-commerce, etc.)
  - With solid HCP engagement and activity execution experience in field
  - Strong self-motivation and interpersonal skills in X-function collaboration
  - Creative thinking, willing to take innovative practice, learning by doing

**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?

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Division  
International  
Business Unit

Innovative Medicines

Location

China

Site

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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