

# (Senior) Brand Manager

Job ID

393397BR

Mar 04, 2024

Cina

## About the Role

About the role:

We are keen to look for a Brand Manager to help us define product strategy in agreement with local management and global marketing department and implement supporting tactical plans and projects.

## Key Responsibilities

- Develops brand strategy, promotional campaigns and tactical plans within marketing budgets

- Prepares content of Integrated Brand Teams and Launch Teams

- Runs market research programs & market insights for responsible brand and monitors /anticipates market development

- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brand(s)

- Lead the cross-functional local/regional brand Team, incl. coordination of Integrated Product Strategy Plan, and monitoring the execution of objectives

- 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

- Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives

- Compliance with applicable policies, procedures, and other regulations

## Diversity & Inclusion / EEO

*We are committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.*

## Role Requirements

Essential Requirements:

- Operations Management and Execution

- Project Management Cross Cultural Experience

- English

Desirable Requirements:

- Ability to work and lead (a cross-functional team) in a matrix environment.

Able to understand changing dynamics of Pharmaceutical industry 3-4 years relevant experience

**Why Novartis:** Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>  
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**You'll Receive:** You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. <https://www.novartis.com/careers/benefits-rewards>

**Commitment to Diversity and Inclusion / EEO:**

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

**Accessibility and Accommodation:**

Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to [diversityandincl.china@novartis.com](mailto:diversityandincl.china@novartis.com) and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

**Join our Novartis Network:** If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here: <https://talentnetwork.novartis.com/network>. You can follow us via Novartis Group Recruitment WeChat Official Account and Novartis Group WeChat Video Account.

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Functional Area

Marketing

Job Type

Full Time

Employment Type

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Shift Work

No

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