

# Marketing Director

Job ID

REQ-10071249

Feb 04, 2026

LOC\_CN

## 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.

## Role Requirements

**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>

**Benefits and Rewards:** Learn about all the ways we'll help you thrive personally and professionally.

[Read our handbook \(PDF 30 MB\)](#)

Division

DIV\_IM

Business Unit

Marketing

Location

LOC\_CN

Site

Shanghai (Shanghai)

Company / Legal Entity

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

Functional Area

FCT\_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

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