

# Brand Manager, IPA

Job ID

REQ-10071479

Feb 06, 2026

LOC\_CN

## About the Role

I Measurement: active disease education HCP rate; # of content released by HCP/HCS; keywords share of voice in total Hyperlipidemia

I 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

## 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

General Management

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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