

区域市场经理

Job ID

REQ-10071843

Feb 11, 2026

LOC_CN

About the Role

岗位职责：

- 1、在营销预算内制定品牌战略、促销活动和战术计划。准备集成品牌团队和发布团队的内容。为负责的品牌执行市场研究计划和市场洞察计划，同时监测/预测市场发展
- 2、负责执行、监测和分析一致同意的战术计划，以确保品牌的成长
- 3、领导跨职能部门的本地/区域品牌团队，包括协调综合产品战略计划和监测实现目标的执行过程
- 4、监测和控制品牌预算、预期支出和费用，并评估产品的营销组合方案以评估成本效益和结果。
- 5、在收到后 24 小时内报告与诺华产品相关的技术投诉/不良事件/特殊情况6、业绩管理和员工关系、反馈、会议、调查（即员工和资源、营销职能、全球营销、医疗部门、法规部门）

岗位要求：

- 1、大学本科及以上学历
- 2、良好的英语听说读写能力
- 3、3年以上制药行业相关经验，1年以上管理经验
- 4、出色的团队管理/领导能力，合规意识强

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

Corporate & Division Services

Location

LOC_CN

Site

Beijing (Beijing)

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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List of links present in page

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4. <https://www.moseeker.com>
5. <https://www.moseeker.com>