

Marketing Head

Job ID

REQ-10081107

Jun 14, 2026

LOC_CN

About the Role

Major accountabilities:

- Lead the development and execution of local marketing strategy across relevant brands, ensuring strong alignment with local market dynamics, customer insights and business priorities
- Monitor local market performance, competitive trends, policy environment and customer needs to identify opportunities, risks and required plan adjustments in a timely manner
- Manage ROI assessments of local marketing initiatives and work closely with Sales and other stakeholders to ensure high-quality execution and field adoption
- Lead collaboration with cross-functional stakeholders including Sales, Medical, Market Access, Regulatory, Finance and Training to align local marketing priorities and build strong organizational buy-in
- Present local marketing strategy, business implications and action plans to senior management, especially in response to competitive threats, market shifts and emerging opportunities
- Collaborate with Global and regional teams on key strategic priorities, ensuring global direction is effectively translated into impactful local marketing plans and execution
- Provide leadership to the local marketing team, including coaching, capability building and fostering a collaborative mindset to support multiple brands effectively
- Ensure compliance with Novartis policies and procedures and full integration into the Novartis culture and support resources
- Lead local marketing readiness for new indications or priority initiatives, including local opportunity assessment, launch planning, customer engagement strategy and execution support
- Oversee local market research and insight generation, identify opportunities to strengthen customer-centric engagement, and drive cross-brand coordination to maximize the overall impact of local marketing resources and investments

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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