

# (Senior) Brand Manager -CSU

Job ID

REQ-10078400

Jun 22, 2026

LOC\_CN

## About the Role

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 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

Essential Requirements:

- Must meet the requirements for major, academic background and professional qualifications as specified in the filing regulations
- 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

## 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>

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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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