

Brand Manager, IPA

Job ID

REQ-10071479

Jul 01, 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

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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