

(Senior) Brand Manager- NS

Job ID

REQ-10087967

Sep 15, 2026

LOC_CN

About the Role

Job Description 职务描述

- Prepares content of Integrated Brand Teams and Launch Teams.
- Responsible for execution, monitoring and analysis of the agreed tactical plans to ensure the business objectives of the brand(s).
- 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.
- Identify market insights, unmet needs and potential opportunities through approved market research, data analysis and compliant customer interactions.
- Executes central marketing activities as well as regionally initiated marketing activities.
- Monitor product performance and the external environment using appropriate tools, and adjust marketing plans or recommend appropriate actions, where required, to support agreed business objectives.
- Collaborate with relevant cross-functional teams to develop an objective understanding of the healthcare landscape, treatment centres and external experts within the relevant disease area, in accordance with applicable policies and functional responsibilities.
- Identify the unmet needs of relevant patient segments and understand the impact of the disease across the patient journey, based on appropriate market research and aggregated insights.
- Support and coordinate, under the direction of the responsible Regulatory, Patient Safety and/or Medical functions, the timely and compliant distribution of approved regulatory and safety communications, including RMP educational materials and DHCPLs, in accordance with local and global requirements.
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt.
- Ensure a healthy and safe workplace by complying with Novartis HSE and ISEC standards, implementing measures, providing training and resources, supporting employee well-being, investigating incidents, and collaborating with HSE teams to maintain a safe environment while adhering to quality, ethical, health, safety, and environmental requirements.

Role Requirements

Division

DIV_IM

Business Unit

Marketing

Location

LOC_CN

Site

Shanghai (Shanghai)

Company / Legal Entity

CN09 (FCRS = CN009) Shanghai Novartis Trading Ltd.

Functional Area

FCT_MM

Job Type

Full time
Employment Type
正式
Shift Work
No
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