

Marketing Manager

Job ID
393193BR

Feb 29, 2024

Hong Kong Special Administrative Region, China

About the Role

Position Purpose:

- Marketing leader in a small revenue organization OR experienced managers of marketing sub-function
- Develop and drive the execution of brand marketing plans with the objective to maximize market share and revenue growth in the market.

Your key responsibilities:

- Support with high quality timely marketing input from the market and implement tactical plans/projects in order to maximize the value of the brand(s) through life cycle management.
- To ensure the long-term presence of products portfolio at the pharmaceutical market accordance with the strategic goals. To identify the most effective market segments to promote products, the most promising target

- To study medical and marketing information on products of the company to define their benefits, market share, positioning relatively to target groups of competitors, marketing promotion strategy in accordance to defined target groups.
- To study the socio-demographic characteristics of consumers, their needs, criteria & attitudes consumption patterns of strategic products. To plan product promotion tactics, develop the scheme, forms, methods and technology of promotion (action plan, media plan), to implement the terms of the financial discipline in accordance with budget.
- To plan the supply and demand for products within the area of responsibility, create cycle plans, implementation and forecasts turnover (yearly marketing plan, rolling forecast, monthly secondary sales plan).
- Develop and organize events, create the planned level of distribution and systematic implementation of new products.
- Prioritize resources and activities towards the excellence and establish the appropriate processes and KPIs to execute and track, reporting progress and insights regularly to key stakeholders involved. Guarantee the same approach among the Customer Marketing team.
- Support Head of Marketing in building the annual budget and in management of the monthly financial forecasting of total investments. Reporting of technical complaints /adverse events /special case scenarios related to Novartis products within 24 hours of receipt -Distribution of marketing samples

Diversity & Inclusion / EEO

We are committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

Role Requirements

Desirable requirements:

- People Leadership
- Operations Management and Execution
- Project Management
- Proven Ability to develop trust-based relationships with key regional stakeholders
- English

Why Novartis: Our purpose is to reimagine medicine to improve and extend people ' s lives and our vision is to become the most valued and trusted medicines company in the world. How can we

achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

You ' ll Receive: You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. <https://www.novartis.com/careers/benefits-rewards>

Commitment to Diversity and Inclusion / EEO:

Novartis is committed to building an outstanding, inclusive work environment and diverse team ' s representative of the patients and communities we serve.

Accessibility and Accommodation:

Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.china@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here: <https://talentnetwork.novartis.com/network>.

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
International

Business Unit
China IMI

工作地點
Hong Kong Special Administrative Region, China

Site
Hong Kong

Company / Legal Entity
NOVARTIS PHARMACEUTICALS (HK)

Functional Area
Marketing

Job Type
Full Time

Employment Type
Regular

Shift Work
No

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