

Associate Product Manager

Job ID
394166BR

Apr 21, 2024

Hong Kong Special Administrative Region, China

Summary

-To manage and develop the overall performance of the business franchise/unit's product portfolio, including development and implementation of marketing and promotional strategies, goals and operational plans to maximize product awareness, and deliver sales and profits within agreed budgets. -Managers of a below very small revenue organization, covering both sales and marketing activities.

About the Role

Major accountabilities:

- Accountable for supporting and delivering the business unit/ franchise sales, market share, and profitability to meet or exceed budget targets.
- Deploy strategies to achieve business ' s goals, maintain/improve sales, profit and market share consistent with the overall organization goals -Manage sales and marketing teams to

include thorough and well-coordinated input into brand strategy and ensure close integration and tactical execution in field -Support local Marketing product and Sales strategy in terms of allocating resources, portfolio priorities and brand image -Develop close collaborative relationships with external customers as well as internal customers to support medical and commercial activities -Responsible for the budget and financial performance of the unit, ensure alignment to all Ethics, Risk & Compliance policies and manage key processes.

- Manage applicable people-management related processes (recruiting, performance management, coaching).
- Identify and build key capabilities, talent pipeline and ensure proper development of assigned people.
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt -Distribution of marketing samples (where applicable)

Key performance indicators:

- BU revenue and revenue growth, market share and market share -growth, profitability
-Operational Excellence

Minimum Requirements:

Work Experience:

- P&L or Unit Accountability.

Skills:

- NA.

Languages :

- English.

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>

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up:
<https://talentnetwork.novartis.com/network>

Division
International

Business Unit
Pharmaceuticals

工作地點
Hong Kong Special Administrative Region, China

Site
Hong Kong

Company / Legal Entity
HK02 (FCRS = HK002) Novartis Pharma

Functional Area
Commercial & General Management

Job Type
Full time

Employment Type
Regular

Shift Work
No

[Apply to Job](#)

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



Job ID
394166BR

Associate Product Manager

[Apply to Job](#)

Source URL:

<https://www.novartis.com/hk-zh/careers/career-search/job/details/394166br-associate-product-manager-0>

List of links present in page

- <https://www.novartis.com/about/strategy/people-and-culture>
- <https://talentnetwork.novartis.com/network>
- <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Hong-Kong/Associate-Product-Manager394166BR-1>