

## **Area Marketing Manager " >**

Job ID  
317368BR  
China

### **Job Description**

18 million + Chinese patients benefit from Novartis products! In this job, on behalf of Novartis, you will transfer cutting-edge, professional pharmaceutical knowledge and optimized drug treatment programs to clinicians, thereby helping relevant patients to obtain more economical, safe and effective treatment and rehabilitation.

Your Responsibilities:

Your responsibilities include, but not limited to:

- Support brand strategy definition and C4 MPH plan
- Transit brand strategy to each regional marketing tactical plans and work out the regional marketing POA. Working together with sales team to develop sales PoA to ensure brand strategy execution.
- Design, manage, coordinate and evaluate brand tactical plans and category A&P budgets for Area activities
- Ensure high quality execution of agreed tactical plans and regional POA for Specialty activities
- Develop local speaker and maintain the constructive relationship to improve speaker's preference and impact.
- Provide support to central marketing POA execution in region.
- Manages area category budgets for area activities. Ensure brand messages consistency . Coach and provide guidance to the staff to be compliant

### **Minimum Requirements**

Division  
PHARMA  
Business Unit  
Greater China  
Location  
China  
Site

Company / Legal Entity  
Novartis Pharma Beijing  
Functional Area  
Marketing  
Job Type

Employment Type

Shift Work

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