

Marketing Manager - IPA

Job ID
REQ-10052108
May 13, 2025
China

Summary

patients activation through disease education programs via HCP and HCS social accounts covering different HCP segmentation, with effective and adaptable engagement approaches.

About the Role

Major accountabilities:

- **Measurement:** active disease education HCP rate; # of content released by HCP/HCS; keywords share of voice in total Hyperlipidemia
- **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
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- **Major Accountabilities**
 - Familiarity with the full-channel business models in pharmaceutical-related fields (hospitals, retail pharmacies, e-commerce, etc.)
 - With solid HCP engagement and activity execution experience in field
 - Strong self-motivation and interpersonal skills in X-function collaboration
 - Creative thinking, willing to take innovative practice, learning by doing

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?

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Division
International
Business Unit

Innovative Medicines

Location

China

Site

Shanghai (Shanghai)

Company / Legal Entity

CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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

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