

Sr. Business Insight & Strategy Manager

Job ID
REQ-10023306
Sep 25, 2024
China

Summary

-Explore, develop, implement and evaluate Digital innovation solutions that address customer needs. Co-create with key stakeholders to build partnerships and collaborations -Lead the delivery of multiple projects across a variety of creative and marketing channels, including print and digital media. Develop and coordinate project plans across the design, development and production stages of a project to support the successful delivery within set KPI's. -Works in collaboration with brand teams technical teams and all functions to maximize value -Provides consultancy, advice and assistance on strategy for commercialization of products, and influence marketing/Marketing Sales Operation team on decision making on Sales Force resource allocation in most optimal ways, through delivery of proven analytics based projects. -Provide analytics support to Novartis internal customers

About the Role

Major accountabilities:

- Designing and conducting market research studies: identifying areas for research, deciding on the appropriate methodology, survey framework design and analysis and interpreting the results together with TA brand team and market research agencies
 - Consumer behavior analysis: understanding why consumers behave the way they do, what motivates them, what their needs and wants are, and how these factors affect their prescribing decisions.
 - Working with other departments such as marketing, sales, product development and value access etc, providing them with valuable insights that can help them make better decisions.
 - Competitive analysis: understand and report on competitors' activities, strategies, and market positions.
 - **Education:** Business/engineering/scientific education, Master and above **Languages:** Chinese native speaker. Fluent in both written and oral English
- Key Experience & Success Profile:**
- - More than 8 years' experience in market research position in healthcare industry.
 - Proven capability in market research abilities, including analytical, detail-oriented, good communicators, strong problem-solving skills, excellent project management skills and solid storytelling capability.
 - Better to have consulting experience from consulting firms.
 - Proficient in statistical analysis software and other tools used in market research.
 - Good at communicating & coordinating across x-functional teams, across internal & external key stakeholders
 - Curious, customer focused, result-driven, agile to business change, and long-termism

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>

<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>. You can follow us via Novartis Group Recruitment WeChat Official Account and Novartis Group WeChat Video Account.

Skills Desired

Business Partners, Business Planning, Business Reviews, Crm (Customer Relationship Management), Customer Requirements, Customer Service, Effectiveness, Employee Onboarding, Finance, Influencing Skills, Microsoft Access, Operations, Problem Solving Skills, Resource Allocation, Sales, Sales Operations, Sales Targets, Selling Skills, Strategic Planning, Technical Skills

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>

Benefits and Rewards: Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

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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