

RLT HCS & Partnerships Head

Job ID
REQ-10008209
Sep 03, 2024
China

Summary

-Responsible for devising and implementing marketing functional solutions that drive a scale and tangible impact. Provide 'Thought Leadership' abilities and expertise in shaping Brands and / or New Product strategies for a franchise as well as direct line management of a Brand Insights team to deliver tactical and strategic analyses for the portfolio. Design, coordinate, support commercial business decisions identify potential marketplace opportunities. To support sustainable growth in the region as well as to leverage strong commercial execution capabilities, provide expertise on specific areas such as Commercial Excellence, Digital and Launches while helping to co-ordinate and leverage the execution of commercial plans and growth initiatives across the region.

About the Role

Major accountabilities:

- Build functional expertise and core business capabilities within a function.
- Build and maintain internal and / or external networks -Provide input and guidance to the Data Strategy and Acquisition Lead on the development and maintenance of the data strategy for each brand /indication.
- Seeks out and interprets key trends in digital marketing, in order to drive necessary focus and innovation for business growth -Developing and implementing digital solutions that focus on addressing patient needs and improving patient outcomes with a positive impact and return on investment for our business.

Key performance indicators:

- Financial targets (Revenue, contributions, productivity improvement, cost management), quality: as per KPIs and qualitative feedback from the Country, improvement of predefined Business metrics

Minimum Requirements:

Work Experience:

- Leading large and/or diverse multi-functional teams.
- Project Management.
- Process management.
- Sales leadership.
- Operations Management and Execution.

Skills:

- Agility.

- Brand Awareness.
- Cross-Functional Collaboration.
- Customer Engagement.
- Customer Experience.
- Customer Insights.
- Data Strategy.
- Digital Marketing.
- Go-To-Market Strategy.
- Influencing Skills.
- Inspirational Leadership.
- Marketing Strategy.
- Media Campaigns.
- People Management.
- Product Marketing.
- Product Roadmap.
- Return On Investment (Roi).
- Stakeholder Engagement.
- Stakeholder Management.
- Strategic Marketing.

Languages :

- English.

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TEst Hello

Division

Innovative Medicines International & Chief Commercial Office

Business Unit

Innovative Medicines

Standort

China

State

Beijing

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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