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Marketing Manager, Awareness at Takeda, China

September 17, 2021 | News

Understand patient market research on the patient, understand patient typical symptoms, pain points & disease burden, develop a patient portrait



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Job Description

OBJECTIVE

Key Objective Raise disease awareness for target audience (patients and caregivers, physicians, authorities). Generate memorable content on patient story & disease burden, advocating with target audience through campaigns

Responsibilities

- Understand patient market research on patient, understand patient typical symptoms, pain points & disease burden, develop patient portrait; identify “key symptoms” patients seek help with, “key words” they search, “website” they visit often.
- Generate content develop videos, articles on patient story, to advocate disease burden and impact to quality of life. Content is critical to ensure audience can remember key symptoms.
- Online campaigns to target audience communication with target audience (potential patients and caregivers, physicians and health authorities) on social media and relevant symposiums
- Regular market research to track disease awareness evolvement

KEY STAKEHODERS

Internal

External

Qualifications

Level of Education

Bachelor Degree or above, major in Clinical Medicine, Pharmaceutical or life science related,

Working Experience In Relevant Field

- More than 10 years working experience in pharma industry
- More than 5years’ experience on marketing brand owner roles
- Experience in digital marketing, track record in building successful brand with successful campaigns, AD in FMCG (premium brands) or OTC (MM)

- Strategic thinking and planning – Has a broad perspective able to pull together the varying elements and emerging trends into coherent, strategic view.
- Strong learning agility and willing to embrace changes needed to adapt to new circumstances.
- Strong cross-functional collaboration ability

Locations
Beijing, China
Shanghai, China
Worker Type
Employee
Worker Sub-Type
Regular
Time Type
Full time

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