

## Marketing Manager, Awareness at Takeda, China

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**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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