

# 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
- o 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 Apply Now!