

开发创新疗法是科学领域中最具挑战性、最重要和最有个人价值的领域之一。在我们追求将创新科学转化为患者价值的过程中，成为阿斯泰来的一员是一个令人兴奋的时刻！我们是一家拥有独特的合作和以患者为中心的文化的公司。

现对以下职位进行公开招聘，欢迎符合条件的同事投递简历或推荐外部候选人。

职位名称：KA central marketing Lead

部门：Business Access Key Account Management

直线经理：Head, Key Account Management

工作地点：Chengdu

Responsibilities and Accountabilities:

Develop KA hospital listing excellence strategy for all strategic brands

1. Develop hospital listing strategy according to policy dynamics, customer insights and disease/brand knowledge to ensure capturing all external opportunities.
2. Align the strategy with cross functional team and package working plan in business plan
3. Work closely with regional KA teams to identify key issues and barriers for hospital listing and provide strategic and integrated solutions. Make sure central strategy can be well implemented at regional level.

KA academic platform establishment

1. Develop programs, engagement plans and activities, and build up long-term partnership and network to engage key customers at national level
2. Continuously deliver strategic brands related key message to external stakeholders and help to build up Biogen brand image
3. Lead taskforce in hospital listing related projects and events.

KA operation excellence

1. Prioritize hospital listing opportunities at sales brands and hospital level to improve effectiveness and efficiency of KA team.
2. Coordinate and work closely with SFE and finance team on KA resource deployment, IC scheme design and performance tracking to guide the right direction of hospital listing
3. KA organization chart and deployment plan design and team expansion in accordance with company strategy layout if needed.
4. Development of KA team SOP and rules.

Internal resource integration and solution delivery

1. Be a leader and work closely with MA, evidence generation in aligning strategy to develop key value message for hospital listing.

2. Work closely with BUs, marketing, medical, commercial and other related departments to facilitate the whole hospital listing process and integrate and maximize internal resources.
3. Field visit with regional KA team and support/present at internal and external meetings as required.

Required Qualifications:

Education:

Bachelor' s Degree Required or Above

MBA preferred

Knowledge & Skills:

1. Good Mandarin and English for verbal and written communications
2. Strategic thinking and analytical ability
3. Strong presentation and communication skill
4. Ability to build non-hierarchical networks and drive cross-functional projects.
5. High level of autonomy and initiative, self-motivated

Preferred Qualifications:**Experience:**

1. Possesses in-depth knowledge of the company's existing product domains, including medical, pharmaceutical, or health economics expertise.
2. Familiar with management policies and operational mechanisms within the pharmaceutical industry.
3. Able to discern the needs of major clients and establish long-term cooperative relationships with enterprise-level customers.
4. Strong business acumen, adaptability, and data analysis skills.
5. Exhibits excellent communication abilities and interpersonal relations.
6. Graduates from institutions with majors in Business Administration/Pharmacy/Pharmaceuticals are preferred.

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