

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，成为安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：Advisor, Launch and Marketing Excellence

部门：Launch Excellence and Brand Planning

直线经理：Head, Launch and Marketing Excellence

工作地点：Beijing

Required Qualifications:

1、Lead Launch Taskforce

- Lead Launch Taskforce from T-36 to T-12 for assigned product(s) early launch preparation including brand strategy co-creation with Global SBM
- Serve as brand lead prior to transition / handover of product readiness to marketing team
- Goal and KPI setting, milestones and deliverables planning with Taskforce members
- Conduct regular Taskforce meeting, ensure launch preparation process is aligned to Launch Excellence Framework
- Identify potential risk, issues and provide mitigation plan / problem solving
- Initiate Launch Readiness Reviews (LRRs) at appropriate time with Local Steering Committee and GPST members
- Ensure effective communication and collaboration with Taskforce and cross-function members
- Ensure appropriate cross-functions resourcing at different time to launch guided by Launch Excellence Framework

2、 Core member of Launch Team

- Core member in Launch Team to monitor overall launch preparation progress and timeline, seek opportunities for timeline acceleration
- On behalf of BU, conduct annual Growth Strategy and Brand Planning exercise
- Ensure preparation progress are on track, help team members to overcome barriers/challenges during launch readiness process
- Plan for new product launch KPI and tracking methodology, monitor launch KPIs achievement

3、 New modality market entry

- Support new modality (including PF and RX+) market entry
- Deep dive China market environment, regulation and policies related to new modalities, generate insights and implication to new modality market entry
- External stakeholder engagement to clarify policies/regulation interpretation, overcoming barriers for market entry
- Work cross-functionally with global and local functions to provide market entry recommendation including development, regulatory, supply chain and manufacturing, commercialization and market access

4、 Oversee LRRs by Local Steering Committee and GPST

- Maintain timeline for LRRs for each product. Send timely reminder to Launch Taskforce / Launch Team Lead
- Provide support to Launch Leads on LRRs scope, preparation process and content quality control
- Plan for appropriate LRRs based on product category, launch timeline and LRRs timing, communicate with stakeholders on LRRs arrangement.
- Ensure action items from LRRs are followed up and followed through

5、 Marketing Excellence

- Organize annual COP processes and coordinate with all brand teams
- Work with global counterparts and leverage Marketing Competence Framework (MCF) and global courses, adopt, tailor and create training modules

- Discuss, assess and validate brand messages together with BU teams and marketers, ensure the effectiveness of brand messages, channel mix and activity effectiveness
- Use qualitative and quantitative approaches to assess and drive marketing campaign effectiveness and impact from investment
- Support brand teams to ensure brand strategies and operational plans are well grounded to maximize brands' values for patients.

6、 Represent CN_C as core Launch and Marketing Excellence (LMEx) member

- Represent CN-C in Global LMEx community, be the voice of Greater China to ensure the region needs are reflected in Global initiatives. Contribute to the community by sharing experience / learning from Greater China
- Facilitate experience sharing / best practice sharing within CN region and with broader communities outside CN-C

Preferred Qualifications:

1、 Education

- Bachelor's degree of science or marketing is preferred

2、 Skills

- Excellent planning and project management skills with attention to detail and the ability to manage multiple cross-functional projects simultaneously.
- Analytical, strategic thinking and decision making leading to successful outcomes.
- Excellent communication skills and ability to lead cross-functional collaboration towards achieving shared goals
- Ability to present complex issues to senior management which contribute to high level discussions and solutions

3、 Experience

- Minimum 5 years of pharmaceutical/healthcare commercial experience
- Extensive marketing/brand management experience, preferably involving launching new products

- Experience in regional brand management or new product launch planning is an added advantage
- Strong understanding of healthcare landscape in the region
- Fluent in English and Mandarin, both written and verbal

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