

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：Brand lead/Sr Manager/Director, Ophthalmology

部门：Launch Excellence and Brand Planning

直线经理：Head of launch and marketing excellence

工作地点：Beijing/Shanghai

Responsibilities and Accountabilities:

•Strategic Planning & Execution

- Lead brand strategy co-creation with Launch Excellence and Global SBM for to-be-launched product(s)
- Develop, implement, and manage marketing strategies aligned with corporate objectives to grow the ophthalmology product portfolio in China
- Conduct market analysis, competitive intelligence, and customer insights to inform strategy.
- Lead annual Commercial Operational (brand) planning exercise

•Brand & Portfolio Management

- Establish and maintain strong brand positioning and differentiation in the ophthalmology sector.
- Develop campaigns targeting healthcare professionals (HCPs), hospitals, clinics, and patient awareness initiatives

- Drive portfolio lifecycle management

•Stakeholder Engagement

- Build and maintain strong relationships with Key Opinion Leaders (KOLs), professional associations, and relevant healthcare stakeholders.
- Represent the company at industry events, medical conferences, and advisory boards.

•Commercial Support & Alignment

- Collaborate closely with Sales, Medical Affairs, Market Access, and Regulatory teams to ensure integrated go-to-market execution
- Support sales force effectiveness through marketing materials, product training, and key messaging.

•Team Leadership

- Lead, coach, and develop a professional marketing team to achieve business objectives.
- Foster a culture of innovation, accountability, and performance excellence.

•Budget & Performance Management

- Manage marketing budgets effectively with a focus on ROI.
- Track KPIs and performance metrics to measure success and adjust plans accordingly.

Required Qualifications:

- Bachelor's degree in Marketing, Business Administration, Life Sciences, or related field; MBA or advanced degree preferred.
- Minimum of 10 years' marketing experience in the pharmaceutical, biotech, or medical device industry, with at least 5 years in ophthalmology or a related therapeutic area.
- Strong understanding of China's healthcare market, regulations, and commercial environment.

- Demonstrated success in launching and growing products in China.
- Proven leadership ability to inspire and manage teams in a matrix organization.
- Excellent communication, presentation, and interpersonal skills in both Mandarin and English.
- Analytical mindset with data-driven decision-making capability.

Preferred Qualifications:

- Experience in new product launch planning is an added advantage

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