

Associate Director - Marketing Operation Delivery & Enablement

Job ID
REQ-10051166

5月 12, 2025

USA

摘要

The AD, Marketing Operations Delivery & Enablement (MODE) drives operational alignment, enablement, delivery excellence, and continuous improvement of Marketing Operations (MO) business processes across assigned brands/therapeutic area. This critical role will be assigned to multiple brands and/or one Therapeutic Area (TA), serving on those respective Integrated Marketing Strategy Teams (IMST) as the “point person” to identify, communicate, plan, direct, and/or lead designated MO services and to ensure operational efficiency & effectiveness across IMO and other supporting functions (i.e.: Finance, Procure-ment, external partners, etc.). This individual will closely partner with IMO Marketing Strategy (MS) and Customer Experience Planning & Optimization (CXP&O), Internal COEs, MarTech Product as well as other marketing operation functional teams (Agency Management, Demand Management and Marketing Approval Process (MAP) team), to monitor operational excellence and contribute to addressing partner feedback with recommended MO/MODE business process enhancements. This role will oversee multiple complex internal/external services and capabilities across various functions, strategic partners, and time zones.

About the Role

Key Responsibilities:

- Focus on achieving delivery excellence in marketing plan execution for assigned brands by establishing strategic and collaborative ways of working integrated partnership with MS, CXP&O, DDIT, MarTech Product, MAP team, Internal CoEs within Integrated Marketing.
- Support and drive the implementation of prioritized creative effectiveness and operational efficiency strategies with assigned brands and external agency partners that support our mission of reimagining medicine to deliver better patient outcomes
- Serve as a change agent by implementing operations priorities across internal & external stakeholders and drive adoption to new ways of working, process, standards and policies
- Be the Go-To-Operational partner for marketing strategy to address operational queries, solutions for execution roadblocks and to resolve any operational challenges
- Collaborate with Content Lab, MarTech, Marketing operations to successfully operationalize platform, process and creative strategies with agency & internal teams
- Lead assigned brands marketing plans execution through successful collaboration with Marketing Strategy, CXP&O, CoEs, MAP team, DDIT, MarTech product and external agency to ensure delivery excellence, alignment, and delivered with quality & on-time
- Lead and manage scope and financial operation activities in close collaboration with Marketing Strategist and Finance teams. Lead teams to define deliverables and monitor time management.
- Closely partner with demand management team and recommend demand process/platform improvements and define agency KPIs for effective adherence reporting
- Drive marketing demand process, standards, policies adherence with internal IMO function and external agency partners
- Closely partner with agency management team to drive agency partnership, agency adherence and agency transition for assigned brands/TAs

Essential Requirements:

Education: Bachelor ' s degree or MBA in related field is required

Work Experience:

- 7+ years of experience in Commercial Operations, Sales and Marketing, with multi-functional experience in Pharmaceutical or Biotech industries or relevant consulting/agency
- Led and implemented Commercial and/or Marketing Operations best practices, process, operating models & technology platforms standards for efficient operation in pharmaceutical or consumer industry
- Proven track record in managing end-to-end marketing strategy & plan execution including campaign planning/execution, content development, approval and deployment and optimization
- Experience in managing brand budgets and vendor financial compliance with defined standards and process
- Thorough knowledge and implementation experience of MLR standards and process to successfully support marketing execution
- Demonstrated experience in a networked organization with a high degree of cross functional stakeholder management
- Experience in managing agencies, vendors, and third-party partners to drive process change

- and ensure projects are delivered on time and within budget and ensure quality
- Effective cross functional team player, demonstrating achievement of common goals

The pay range for this position at commencement of employment is expected to be between \$132,300.00 and \$245,700.00 a year; however, while salary ranges are effective from 1/1/25 through 12/31/25, fluctuations in the job market may necessitate adjustments to pay ranges during this period. Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills and abilities. The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units, and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans will be provided if an employee receives an offer of employment. If hired, employee will be in an “at-will position” and the Company reserves the right to modify base salary (as well as any other discretionary payment or compensation program) at any time, including for reasons related to individual performance, Company or individual department/team performance, and market factors.

Why Novartis: Helping people with disease and their families takes more than innovative science. It takes a community of smart, passionate people like you. Collaborating, supporting and inspiring each other. Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together? <https://www.novartis.com/about/strategy/people-and-culture>

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Benefits and Rewards: Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

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Accessibility & Reasonable Accommodations

The Novartis Group of Companies are committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the application process, or to perform the essential functions of a position, please send an e-mail to us.reasonableaccommodations@novartis.com or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

部门
US

Business Unit
Universal Hierarchy Node

地点
USA

状态
New Jersey

站点
East Hanover

Company / Legal Entity
U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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