

## Director, Marketing Strategy - Renal Rare Disease

Job ID  
REQ-10053317

5月 29, 2025

USA

### 摘要

#LI-Hybrid

The Director, Marketing Strategy - Renal Rare Disease is responsible for the comprehensive development, implementation, and execution of brand strategy, marketing mix, and operational plans. The key role will optimize the brand's positioning, expand market share, and ensure that the marketing strategy is effectively integrated into the HCP/Patient-centric campaigns and experiences. This individual plays a critical and transformative role in shaping and executing a robust strategic business plan, developing and implementing high-impact tactical programs, and rigorously assessing ROI to ensure sustained success.

This position is based in East Hanover, NJ and will not have the ability to be located remotely. Please note that this role would not provide relocation and only local candidates will be considered. The expectation of working hours and travel (domestic and/or international) will be defined by the hiring manager. This position will require up to 25% travel.

## About the Role

### Key Responsibilities:

- Ensure flawless execution of the brand strategy through development and implementation of the IMPACT/brand plan
- Drive the conception, creation, and launch of innovative marketing campaigns that propel brand visibility and engagement.
- Monitor the product performance, competitive environment and customer base to quickly identify plan changes
- Manage ROI assessments of tactical programs, while collaborating with Sales Leadership, ensuring proper execution throughout the field force(s)
- Lead interactions with extended brand team members including other functional areas (Sales, Managed Markets, Medical, Clinical, Regulatory, Training, Finance, and others, building buy-in among these team members
- Present to senior management on strategy and action plans to address competitive threats or exogenous market events
- Provide leadership to members of the brand team and extended team members including coaching, advising, and developing team members

### Essential Requirements:

- Education: Bachelor's degree in a related field is required
- At least 8+ years ' pharmaceutical marketing experience
- Minimum of 3 year of demonstrated experience of leveraging data, analytics, and customer insights to drive personalization at scale in the US market
- Experience leading large and/or diverse multi-functional teams with strong cross-functional leadership and ability to collaborate effectively with various stakeholders/teams including Sales, Product, Communications, Legal, Regulatory, and Compliance
- Relevant experience in digital, non-personal promotion, media and social
- Excellent written and communication skills with the ability to effectively communicate complex ideas and information to a range of audiences

### Desirable Requirements:

- Prior renal or rare disease therapeutic experience
- Launch experience for blockbuster specialty treatments and experience in digital strategies/capabilities development

The pay range for this position at commencement of employment is expected to be between \$185,500 and \$344,500/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>

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up: <https://talentnetwork.novartis.com/network>

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>

#### EEO Statement:

The Novartis Group of Companies are Equal Opportunity Employers. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status.

#### 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](mailto: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.

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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