

## Associate Director, HCP Marketing Strategy - Renal Rare Disease

Job ID  
REQ-10053318

5月 29, 2025

USA

### 摘要

#LI-Hybrid

Novartis has an incredible opportunity for a talented individual to join our team as an Associate Director, HCP Marketing Strategy. This pivotal role is your chance to shape the future of a key product in the rare renal space, driving innovative marketing strategies that will enhance the lives of patients and healthcare professionals. The Associate Director, Marketing Strategy supports the development and execution of the HCP marketing strategy, providing vital strategic input, insights, and deliverables to guide the planning and implementation of an integrated customer experience.

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:

- Identify barriers and opportunities to enhance the HCP experience, focusing on human insights to drive brand growth.
- Collaborate effectively with agencies and cross-functional teams to streamline communication and implement strategy.
- Challenge existing assumptions by bringing fresh perspectives on HCP behaviors.
- Build deep brand and therapeutic area expertise to inform go-to-market strategies.
- Share best practices to influence patient and customer engagement across the brand lifecycle.
- Design and execute innovative digital marketing strategies aligned with brand goals.
- Develop customer-centric content tailored to disease areas and brand needs.
- Support integrated marketing plans across audience segments and channels. Partner with marketing and HCP/DTC teams to align brand initiatives with customer insights.
- Lead congress planning and asset development, ensuring strategic alignment and efficient resource use.

## Essential Requirements:

- Education: Bachelor ' s degree in a related field is required
- Minimum of 5 years of experience in commercial Marketing for pharmaceuticals
- Minimum of 3 years of demonstrated experience in leveraging data, analytics, and customer insights in the US market.
- Experience in supporting high-performing brands in highly competitive categories within the US
- Strong cross-functional leadership and ability to collaborate effectively with various stakeholders and teams including Product, Communications, Legal, Regulatory, Compliance, and Global
- Excellent written and oral communication skills with the ability to effectively communicate complex ideas and information to a range of audiences and stakeholders.
- Experience in supporting high performing brands in highly competitive categories within the US
- Relevant experience in digital, non-personal promotion, media, and social

## Desirable Requirements:

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

## Benefits and Rewards:

The pay range for this position at commencement of employment is expected to be between \$145,600 and \$270,400/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.

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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