

Director, Enterprise Marketing Partnerships

Job ID
REQ-10053852

6月 07, 2025

USA

摘要

#LI-Hybrid

Join Novartis as the Director of Enterprise Marketing Partnerships and have the opportunity to support the development, execution, and management of high-impact portfolio and brand partnerships, inclusive of the NFL, and omnichannel marketing initiatives across various business units. The successful candidate will be a strategic thinker with a proven track record in partnership development and a keen understanding of the pharmaceutical or healthcare landscape. This exciting role will ensure that each partnership aligns with the company's strategic objectives and delivers measurable results.

This position will be located at the East Hanover, NJ site and will not have the ability to be located remotely. This position will require up to 15-20% travel as defined by the business (domestic and/ or international). Please note that this role would not provide relocation, and only local candidates will be considered.

About the Role

Key Responsibilities:

- Strategic Partnership Development: Identify and evaluate potential strategic partners that align with the company's growth objectives and values. Conduct thorough due diligence to assess the suitability and alignment of partnership goals.
- Partnership Agreements: Craft and negotiate partnership agreements that ensure mutual benefit and align with the company's strategic needs.
- Consumer Experience Management: Oversee the consumer journey at all touch points of each partnership to ensure a seamless and engaging experience, to include insight and behavioral strategy development.
- Omnichannel Marketing: Support omnichannel marketing efforts to develop cohesive and impactful campaigns across various channels. ("Your Attention, Please")
- Stakeholder Collaboration: Collaborate with internal teams (e.g., marketing, product development, sales) to align partnership activities with overall business strategies.
- Performance Evaluation: Regularly review partnership performance against agreed objectives and make data-driven decisions to enhance the partnership portfolio.
- Relationship Management: Foster strong relationships with partners, maintaining open lines of communication and resolving any conflicts that arise.
- Community Building: Build and manage a community of supply chain owners within the industry to ensure consistency of approach and scope opportunities for wider business development.
- Integrated Agency Team Management: Manage an integrated agency team to develop and execute effective marketing campaigns. Manage agency partners, scopes, and budgets to ensure alignment with partnership goals and efficient use of resources.
- Stakeholder Engagement: Inform and update stakeholders on partnership plans, programs, and activities, ensuring alignment with the company's strategic objectives.

Essential Requirements:

- Bachelor's degree in a related field; MBA or Health Policy Degree preferred
- 5+ years in partnership marketing in sports, music and/or entertainment with 2+ years in project management and translation of strategy into execution
- Proven experience in partnership development and management, preferably in the pharmaceutical or healthcare industry.
- Strong understanding of the market landscape and ability to recognize opportunities for collaboration.
- Strong analytical skills to evaluate partnership performance and make data-driven decisions.
- Experience leading integrated agency teams and collaborating with legal and medical review committees with expertise in managing the consumer journey, agency partners, scopes, and budgets.
- Demonstrated leadership skills in managing teams and collaborating with peers.
- Extensive experience in media and advertising to drive impactful partnership campaigns.

Novartis Compensation Summary: The salary for this position is expected to range between \$185,500 and \$344,500 per year. The final salary offered is determined based on factors like, but not limited to, relevant skills and experience, and upon joining Novartis will be reviewed periodically.

Novartis may change the published salary range based on company and market factors. Your compensation will include a performance-based cash incentive and, depending on the level of the role, eligibility to be considered for annual equity awards. US-based eligible employees will receive a comprehensive benefits package that includes health, life and disability benefits, a 401(k) with company contribution and match, and a variety of other benefits. In addition, employees are eligible for a generous time off package including vacation, personal days, holidays and other leaves.

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 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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