

Associate Director, Marketing Strategy - Renal Rare Disease

Job ID
REQ-10054753

6月 25, 2025

USA

摘要

#LI-Hybrid

Join Novartis in this impactful role as an Associate Director, Marketing Strategy - Renal Rare Disease, where you will support the development of and execute the Patient and NPP marketing strategy for the rare renal space. This key position will play a vital role in providing essential strategic input, insights, and associated deliverables to guide the planning and implementation of an integrated customer experience.

This position will be 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. This position will require up to 20% travel as defined by the business (domestic and/ or international).

About the Role

Key Responsibilities:

- Uncovering barriers and opportunities to optimize the Patient and HCP digital experience, working closely with the team to ensure optimize a one Renal approach, building and embedding brand and therapeutic area expertise that informs a go-to-market approach.
- Collaborate efficiently & effectively with agency and cross-functional partners. Streamline and optimize team collaboration and communication across departments to effectively implement strategy and achieve objectives
- Bringing fresh perspectives and identifying opportunities to refine current assumptions about Patient behaviors.
- Developing and standardizing processes and best practices across the organization.
- Integrate and disseminate knowledge and insights on effective best practices to engage patients and customers and drive strategic behavior changes throughout the brand lifecycle.
- Develop disease area and brand-specific customer expertise and generate compelling, content for personalized patient and HCP experiences.
- Create and execute cutting-edge digital marketing strategies aligned with brand objectives to maximize business results.
- Streamline and optimize team collaboration and communication across departments to effectively implement strategy and achieve objectives.
- Support the development and drive execution of an integrated marketing plan across different audience segments or channels.

Essential Requirements:

- Minimum of 5 years of experience in commercial marketing, preferably in the pharmaceutical or healthcare industry.
- 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; rare disease experience welcomed
- Strong cross-functional leadership and ability to collaborate effectively with various stakeholders and teams including Product, Communications, Legal, Regulatory, Compliance, etc.
- Excellent written and oral communication skills with the ability to effectively communicate complex ideas and information to a range of audiences and stakeholders.
- Detail-oriented with the ability to manage multiple tasks, priorities, and deadlines.

The pay range for this position at commencement of employment is expected to be between \$145,600.00 and \$270,400.00 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>

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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