

## Director, Marketing Program Governance

Job ID  
REQ-10055496

7月 24, 2025

USA

### 摘要

#LI-Hybrid

Novartis has an incredible opportunity for a talented individual to join our team as a Director, Marketing Program Governance. The Director, Marketing Program Governance leads a Program Management team responsible for overseeing media channels, marketing programs, and communications initiatives for Novartis US Pharmaceuticals. This role drives standardization, simplification, and cross-functionally aligned processes to ensure efficient, compliant, and scalable execution. The Director will champion both Agile and Waterfall delivery models, integrating them to meet the complex needs of pharmaceutical marketing and regulatory environments. Leadership, operational excellence, and continuous improvement are critical to 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 20% travel.

## About the Role

### Key Responsibilities

- Lead, mentor, and develop a high-performing Program Management team overseeing governance of marketing and communications programs.
- Establish and maintain compliance governance frameworks, processes, and metrics to ensure consistent, compliant, and effective execution across all marketing channels and initiatives.
- Drive standardization and simplification of marketing process through Aprimo platform, ensuring alignment with Novartis' strategic objectives and pharmaceutical industry best practices.
- Oversee risk management, performance tracking, and proactive issue resolution for all marketing programs, ensuring continuous improvement and operational efficiency.
- Champion the integration of AGILE and Waterfall methodologies, selecting and adapting the right approach for each program to balance flexibility, speed, and regulatory rigor
- Collaborate with cross-functional partners—including Commercial, Medical, Regulatory, Legal, Compliance, DDIT and Business Martech Product Management –to ensure seamless program delivery and adherence to policy guardrails.
- Ensure transparency in program status, resource allocation, and decision-making through regular reporting and stakeholder communications.
- Manage budgets and resource allocation for marketing programs, identifying cost-saving opportunities and ensuring fiscal responsibility.
- Foster a culture of innovation, accountability, and continuous learning, supporting professional development and high performance within the team.
- Support the implementation of new technologies, tools, and best practices to enhance marketing program infrastructure and reporting.
- Ensure all marketing activities comply with US pharmaceutical regulations, quality standards, and data privacy policies.

### Essential Requirements

- Bachelor's Degree in Marketing, Business, Communications, Information Systems, or related field; advanced degree preferred.
- Minimum 10 years in marketing operations, program management, or governance within the pharmaceutical or life sciences sector. Knowledge of business process mapping.
- Agile mindset and ability to work in a frequent changing environment driven by internal and external changes (including AI)
- Deep knowledge of US pharmaceutical regulatory and compliance requirements for marketing and communications.
- Experience overseeing multi-channel marketing programs and media governance.
- Familiarity with marketing technology platforms and analytics tools.
- Experience driving process improvement and operational excellence initiatives.

### Preferred Requirements

- Proven track record of leading and developing high-performing teams.
- Knowledge of Aprimo platform and FUSE is a plus but not required

#### Novartis Compensation Summary:

The salary for this position is expected to range between \$168,000 and \$312,000 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](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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## program-governance

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