

Director, Marketing Strategy - Multiple Sclerosis

Job ID
REQ-10056681

7月 11, 2025

USA

摘要

#LI-Hybrid

Join Novartis and make a significant impact as the Director, Marketing Strategy for Multiple Sclerosis, responsible for strategic planning, implementation, and execution of patient or HCP marketing strategy, marketing mix, and operational plans for the brand within the MS team. As a master of several marketing domains, this individual will closely partner with cross-functional and extended team members to translate product strategy into HCP/patient concepts, deliver on key business objectives/priorities and establish brand positioning. The Director, Marketing Strategy will be responsible for identifying, testing, and validating creative concepts, messaging architecture, and creating orchestrated and integrated campaigns grounded in deep human insights. This role will identify, share and embed best practices across the Integrated Marketing Organization to improve impact, relevance and creative effectiveness.

This position will be based in East Hanover, NJ and will not have the ability to be located remotely. This role will not provide relocation support and only local candidates will be considered; please only apply if this location is accessible for you. This position will require 15-20% travel as defined by the business (domestic and/or international).

About the Role

Key Responsibilities:

- Work effectively with the Executive Director, Marketing Strategy and other Marketers to develop and execute a cohesive and integrated brand marketing strategy and campaign grounded in customer insights.
- Build brand-specific end-to-end HCP and patient domain expertise, to inform the go-to-market approach that drives customer (HCP and patient) behavior change and market performance.
- Work with Customer Experience Planning and Optimization, Media COE and Agency of Record to deliver orchestrated and integrated campaigns as well as brand-centered experiences.
- Implement best in class marketing strategies that align to brand goals and maximize business results.
- Foster a high performing team that proactively and effectively interface across key functions to achieve the product strategies and objectives.
- Support alignment and coordination of field strategy with Customer Engagement
- Support and deliver the integrated HCP and Patient plan for the brand to achieve the product strategy and objectives; define resourcing required and manage the allocated budget, collaborating effectively across strategic partners including Novartis Patient Services, Corporate and Brand Communications.
- Drive creative excellence, partnering closely with the Content Lab & Customer Experience Planning and Optimization team

Essential Requirements:

- Bachelor's degree; advanced education (MBA or certificates) preferred in related field
- Minimum of 8 years ' experience in commercial Marketing
- Demonstrated experience in utilizing data, insights, analytics, and behaviors into optimizing marketing performance and outcomes.
- 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/oral communication skills with the ability to effectively communicate complex ideas and information to a range of audiences and stakeholders
- Strong ability to influence and manage stakeholders in a complex, matrix environment
- Strong track record of developing talent and building high performing teams

Desirable Requirements:

- Multi-functional experience in pharmaceuticals, consumer package goods or healthcare
- Recent launch experience for blockbuster specialty treatments

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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