

Director, Marketing Strategist - Immunology

Job ID
REQ-10057288

7月 22, 2025

USA

摘要

#LI-Hybrid

Join Novartis as a Director, Marketing Strategist - Immunology where you will conduct strategic planning, drive implementation, and execute marketing strategies, marketing mix, and operational plans in service of the brand in the immunology disease area. The Director will closely partner with cross-functional and extended team members to translate product strategy into customer-centric concepts and deliver on key business objectives and priorities. This role will also be responsible for interfacing and maintaining effective relationships with cross-functional teams, Customer Engagement team, as well as the Customer Experience Planning and Optimization team to ensure that the marketing strategy and concepts are effectively orchestrated into impactful and relevant campaigns, tactics, and experiences.

About the Role

Key Responsibilities:

- Lead the development and execution of marketing strategies across different audience segments or channels and identify and recommend priority activities that drive commercial value for a target audience. Prepare for managing two indications with different lifecycle but focused on same HCPs.
- Lead team of marketers through development and execution of marketing strategy and career management for individuals on the team.
- Leverage an enterprise mindset to strategically position existing brand within the NVS immunology portfolio and in the marketplace
- Lead evolution of HCP campaign including developing and operationalizing creative concepts including content strategy, core claims, and assets, and support their shepherding through MLR.
- Collaboratively develop lead assets for HCP marketing by working with marketing and cross-functional teams.
- Provide strategic direction to peers and team members to inform and drive brand growth, including making trade-off decisions and recommending priority activities and investment based on commercial value
- Support field strategy alignment and coordination with Customer Engagement and field marketing teams.
- Collaborate efficiently and effectively with agency partners, peers, and team members to facilitate the achievement of objectives and foster experimentation.
- Establish benchmarks for success in partnership with IDS and recommend priority activities grounded in analytical results.
- Partner with the Executive Director to inform budget and resource requirements for achieving marketing strategies.

Essential Requirements:

- Bachelor's degree; advanced education (MBA or certificates) preferred in related field
- Minimum of 8 years ' experience in pharmaceutical/healthcare 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:

- Experience in immunology/dermatology marketing
- Experience in all aspects of marketing across the early product lifecycle.

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.

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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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