

Director, Marketing Strategy - Immunology

Job ID
REQ-10057553

8月 05, 2025

USA

摘要

#LI-Hybrid

The Director, Marketing Strategy will lead the marketing efforts for the Immunology pipeline and brand within the Novartis US Integrated Marketing Strategy team. This role involves defining the marketing strategy and supporting enablement initiatives while collaborating with various cross-functional teams. Reporting to the Executive Director, Senior Marketing Strategist, this individual will work closely with the Integrated Marketing Strategy Leadership Team and other partners to create and execute robust, insight-based marketing strategies and campaigns.

The ideal location for this role is East Hanover, NJ but remote work may be possible (there may be some restrictions based on legal entity). Please note that this role would not provide relocation as a result. If associate is remote, all home office expenses and any travel/lodging to East Hanover, NJ for periodic live meetings will be at the employee's expense. This position will require 20% travel; the expectation of working hours and travel (domestic and/or international) is defined by the hiring manager.

About the Role

Key Responsibilities:

- Collaborate with the Marketing Strategy Lead and stakeholders to create unified marketing strategies, brand platforms, and campaigns based on customer insights and data analysis.
- Develop engaging content and concepts for personalized experiences
- Foster a high performing team that proactively and effectively interfaces across key functions to achieve the brand platform strategies and objectives
- Define and deliver the brand platform integrated plan to achieve the strategy and objectives; define resourcing required and manage the allocated budget
- Drive excellence in developing assets to enable adaptation across the end-end experience, partnering closely with the Customer Experience Planning team
- Drive best in class digital marketing strategies that align to goals and maximize business results and ensure digital plans are appropriately implemented and optimized.
- Collaborate with Product Strategy and Global / IMI teams on integrated strategy, plan, and asset(s), as appropriate

Essential requirements:

- Education: Bachelor's degree in a related field is required; Master of Science, and/or MBA preferred
- Minimum of 7 years in commercial marketing with experience in driving high performing brands in highly competitive categories within the US
- Minimum of 5 years of demonstrated experience of leveraging data, analytics, and customer insights to drive personalization at scale
- Demonstrated ability to build strong business collaborative relationships with various stakeholders and work effectively on a team
- Transformational Leader with strategic experiences to transform the business into next generation engagement
- Strong understanding of AI and Interactive Experiences
- Ability to develop and deliver resources/programs/tactics on time, on scope, on budget, with strong financial acumen
- Skilled at navigating complex platforms and brands
- Ability to translate in market data signals to actions

Desirable requirements:

- Multi-functional experience in consumer-packaged goods, pharmaceuticals or healthcare
- Launch experience for immunology, oncology, or neuroscience and adept in understanding behavioral science

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.

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

Alternative Location 1
Distant Employee - Distant Working Arrangement (DWA) (USA), Distant Working Arrangement, US,
USA

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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