

## Associate Director, Peer to Peer Marketing (HCP Education Delivery)

Job ID  
REQ-10058831

8月 01, 2025

USA

### 摘要

#LI-Onsite

**Location:** This role is required to be in our East Hanover, NJ office 3x/week.

**Relocation Support:** Novartis is unable to offer relocation support: please only apply if accessible.

Step into a strategic marketing role where your work directly shapes how healthcare professionals engage with Novartis' therapies. As Associate Director, HCP Education Delivery - Peer to Peer Marketing, you'll lead the creation of impactful educational experiences that empower HCPs with the knowledge and confidence to make informed prescribing decisions. You'll collaborate across marketing, medical, and sales teams to deliver high-quality peer-to-peer education that aligns with brand strategy and elevates the customer experience. This is your opportunity to drive innovation in HCP engagement and make a meaningful impact on patient care.

## About the Role

### Key Responsibilities

- Lead cross-functional collaboration to deliver HCP education aligned with brand strategy and marketing goals
- Design and execute impactful peer-to-peer education programs using data-driven insights and analytics
- Apply industry best practices to enhance consistency and effectiveness of HCP engagement initiatives
- Promote knowledge sharing across teams to strengthen marketing alignment and educational delivery
- Contribute to the HCP experience roadmap and integrate education into broader engagement plans
- Partner with field teams and HCP-facing functions to ensure cohesive education strategies
- Support field communication and training efforts in alignment with marketing and customer engagement plans

### Essential Requirements

- Bachelor ' s degree in a related field is required; Master of Science and/or MBA preferred
- Minimum 5 years of commercial marketing experience with a strong track record in scalable HCP education programs
- Proven ability to communicate scientific data effectively to diverse healthcare audiences
- Experience leading enterprise-wide initiatives that enhance HCP engagement and deliver measurable outcomes
- Demonstrated project management expertise with strategic, analytical thinking and successful delivery of high-impact initiatives
- Strong cross-functional leadership and collaboration skills across marketing, medical, and commercial teams

### Desirable Requirements

- Multi-functional experience in pharmaceutical or healthcare environments
- Prior experience in a center of excellence model with established standards, best practices, and knowledge sharing

Novartis Compensation and Benefit Summary: The pay range for this position at commencement of employment is expected to be between: \$145,600 and \$270,400/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.

Company will not sponsor visas for this position.

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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