

AD, Marketing Strategy - Breast/Women's Cancer - Non-Personal Promotion

Job ID
REQ-10059428

8月 06, 2025

USA

摘要

#LI-Hybrid

Join Novartis' Breast and Women's Cancer Marketing Strategy team as an Associate Director, Marketing Strategy, where you will be responsible for defining the HCP marketing strategy in metastatic Breast Cancer, focused on Non-Personal Promotion. This individual will support the Marketing Director, including the delivery of key strategic analyses and outputs to inform customer experience planning and execution within the Integrated Marketing & Customer Experience, US Organization. This key role will report directly into the Director of Marketing Strategy, partnering closely with other strategic partners, to ensure that the HCP Marketing Strategy and concepts are effectively orchestrated into campaigns, tactics and experiences.

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 the associate is remote, all home office expenses and any travel/lodging to the East Hanover, NJ site for periodic live meetings will be at the employee's expense. The expectation of working hours and travel (domestic and/or international) will be defined by the hiring manager. This

position will require up to 25% travel.

About the Role

Key Responsibilities:

- Work effectively with the Director Marketing Strategy, mBC to develop a cohesive and integrated brand marketing strategy and campaign grounded in customer insight for this launch brand
- Establish brand-specific HCP domain expertise, and create engaging brand-centered content and concepts for adaption into personalized and tailored experiences
- Share and embed knowledge on best practices across the Marketing Strategy IMO to engage HCPs and change behavior across the full brand lifecycle, improving impact and creating communities of practice on effective and impactful marketing.
- Implement best in class digital marketing strategies that align to brand goals and maximize business results.
- Ensure digital plans are appropriately implemented and optimized.
- Identify, test, and validate creative concepts and messaging architecture; creating assets for HCPs.
- Foster a high performing team that proactively and effectively interfaces across key functions to achieve the product strategies and objectives
- Support and deliver an integrated plan for the brand to achieve the Product strategy and objectives; define resourcing required and managing the allocated budget for HCP/Patient, collaborating effectively across strategic partners including CXP&O, NPS, Access, Patient Advocacy, Customer Engagement, and Insights and Decision Sciences (IDS).
- Drive excellence in developing the lead asset for HCP/Patient through domain expertise to enable adaptation across the end-end experience, partnering closely with the Customer Experience Planning and Optimization team (CXP&O).
- Provide input and work closely with our HCP/Patient agency (AoR) for brand marketing and partner with Operations to maximize agency relationship(s).

Essential Requirements:

- Bachelor's degree in related field is required; Master of Science and/or MBA preferred
- Minimum of 5 years of experience in commercial marketing in pharmaceutical or healthcare
- At least 3 years of demonstrated experience of leveraging data, analytics, and customer insights to drive personalization at scale in the US market
- Oncology therapeutic area or specialty drug experience
- Strong experience in digital, non-personal promotion, media, and social
- Experience in supporting high performing brands in highly competitive categories within the US; recent launch experience for blockbuster specialty treatments preferred
- Strong cross-functional leadership and ability to collaborate effectively with various stakeholders and teams including Product, Communications, Legal, Regulatory, Compliance and Global
- Excellent written and oral communication skills with the ability to effectively communicate complex ideas and information to a range of audiences and stakeholders

Desirable Requirements:

- Experience in digital strategies and capabilities development
- Multi-functional experience in pharmaceuticals or healthcare

Novartis Compensation Summary: The salary for this position is expected to range between \$145,600 and \$270,400 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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