

Experience Manager

Job ID
REQ-10059784

10月 06, 2025

USA

摘要

#LI-Hybrid

Join Novartis as an Experience Manager where you will have an opportunity to orchestrate the execution of customer experiences, ensuring integrated marketing assets deploy as planned, per the cross-functional Customer Experience Plan. This role requires strong collaboration with cross-functional project owners across Marketing Strategy, HCP Education, PR/Comms/Patient Engagement, Media CoE, Product (MarTech), Marketing Operations, Data Insights and Analytics.

This position is based in East Hanover, NJ and will not have the ability to be located remotely. Please note that this role would not provide relocation and only local candidates will be considered. This position will require up to 5% travel as defined by the business (domestic and/or international).

About the Role

Key Responsibilities:

- Ensuring feasibility and appropriateness of proposed programs and tactics vis-a-vis the Experience Plan, including application of channel/digital best practices
- Overseeing tactical deployments across HCP and patient marketing programs across channels, ensuring project leads, agencies, and deployment teams (e.g. digital, IT) deliver on Experience Plans ("air traffic control")
- Autonomously lead efficient status meetings across extensive stakeholder base and ensure follow through on decisions/next steps (internal and external partners)
- Proactively ensure plans can be activated on time and within enterprise processes/ways of working
- Support Customer Experience and Optimization teammates in preparing for Experience Optimization Rooms (EORs), enabling increased marketing effectiveness; follow up with stakeholders to ensure pull through of EOR decisions
- Support all internal discussions where CX expertise is needed
- Ensure websites are built to meet the needs as outlined in the Experience Plan
- Support CXP&O functions in tactical planning and implementation as needed
- Consult with Product Management (MarTech) as they standardize solutions (e.g. web CMS, social platforms, Field CRM, database marketing)
- Execute HCP non-personal promotion target list refreshes as needed

Essential Requirements:

- Education: Bachelor's degree required
- 3+ years' experience working in digital, managing multi-channel/cross-channel media execution
- Curiosity to explore new and innovative marketing solutions and platforms
- Ability to build relationships, collaborate and influence across a matrix organization
- Demonstrated prioritization, and organizational skills as well as the ability to work on complex processes, procedures or solutions
- Administrative management skills including planning, organization, operational decision making and analysis
- Proven experience in working with others to achieve organizational objectives including the ability to anticipate and adapt, own and or/work group tactics to support changing business needs. Ability to collaborate with cross-functional internal and external teams towards effective execution, including proactively troubleshooting with a solutions-oriented mindset
- Demonstrated strong oral/written communication, project management, analytical acumen and strong program management skills

Desirable Requirements:

- Experience in a regulated industry (pharmaceutical, financial, etc.)

Novartis Compensation Summary: The salary for this position is expected to range between \$119,700 and \$222,300 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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