

Associate Director, Marketing Strategy, DTC / NPP

Job ID
REQ-10061100

9月 09, 2025

USA

摘要

#LI-Hybrid

Novartis has an incredible opportunity for a talented individual to join our team as the Associate Director, Marketing Strategy. The successful candidate will support the development of and execute the Patient and NPP marketing strategy in the rare renal space and will play a vital role in providing essential strategic input, insights, and associated deliverables to guide the planning and implementation of an integrated customer experience.

This position will be located at the East Hanover site and will not have the ability to be located remotely. This position will require 20% travel as defined by the business (domestic and/ or international).

Please note that this role would not provide relocation, and only local candidates will be considered.

About the Role

Key Responsibilities:

- Uncovering barriers and opportunities to optimize the Patient and HCP digital experience.
- Working closely to ensure optimize a one Renal approach
- Collaborate efficiently & effectively with agency and cross-functional partners; Streamline and optimize team collaboration and communication across departments to effectively implement strategy and achieve objectives
- Bringing fresh perspectives and identifying opportunities to refine current assumptions about Patient behaviors.
- Building and embedding brand and therapeutic area expertise that informs a go-to-market approach for the renal portfolio.
- Developing and standardizing processes and best practices across the organization.
- Integrate and disseminate knowledge and insights on effective best practices to engage patients and customers and drive strategic behavior changes throughout the brand lifecycle.
- Create and execute cutting-edge digital marketing strategies aligned with brand objectives to maximize business results.
- Streamline and optimize team collaboration and communication across departments to effectively implement strategy and achieve objectives.
- Support the development and drive execution of an integrated marketing plan across different audience segments or channels.

Essential Requirements:

- Minimum of 5 years of experience in commercial marketing, preferably in the pharmaceutical or healthcare industry.
- Experience in supporting high-performing brands in highly competitive categories within the US; rare disease experience welcomed
- Strong cross-functional leadership and ability to collaborate effectively with various stakeholders and teams including Product, Communications, Legal, Regulatory, Compliance, etc.
- Excellent written and oral communication skills with the ability to effectively communicate complex ideas and information to a range of audiences and stakeholders.
- Detail-oriented with the ability to manage multiple tasks, priorities, and deadlines.

Preferred Requirements:

- Minimum of 3 years of experience with patient marketing in the pharmaceutical or healthcare industry.
- Prior experience developing successful relationships with patient advocacy partners.

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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