

Director, Content and Editorial Planning

Job ID
REQ-10061101

9月 12, 2025

USA

摘要

#LI-Hybrid

The Novartis Patient Support (NPS) program helps patients start, stay and save on treatment and is a key contributor to the value and trust customers have in Novartis.

Join Novartis as the Director, Content & Editorial Planning and be responsible for providing strategic direction and creative leadership for NPS content deliverables, ensuring creative is elevated across NPS offerings, resulting in content that highly resonates with the target HCP and DTC audiences, a critical component for NPS success. This role will oversee the development of compelling storytelling across various mediums and formats including owned properties, promotional channels, and formats such as video, messaging and data design. The Director will collaborate closely with the Editorial Planning Lead, Content Strategy leads and the Novartis Patient Support (NPS) User Experience team to elevate the quality of content, while driving key content projects and new initiatives.

This position will be located 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:

- Creative Leadership: Identify, execute, and amplify innovative approaches to storytelling for NPS, ensuring the creative vision is executed effectively across various projects
- Creative Review: Ensure creative is aligned with NPS program offerings and Content Lab benchmarks for quality and effectiveness
- Collaboration: Partner with external agencies, corporate marketing team, NPS, and Marketing Strategy to support a shared objective of higher-quality content and creative
- Resource Management: Partner with Editorial Planning and Operations Leads on specific resourcing needs, including budgets, agency, and teams
- Compliance: Work within Ethics, Risk, and Compliance policies and procedures

Essential Requirements:

- Education: Bachelor's Degree required in Creative Design, Production, Journalism or related field; MBA preferred
- Minimum of 10 years of experience in creative content development with at least 7 years' experience in stakeholder management.
- Proven track record of leading successful integrated campaigns across multiple platforms.
- Experience defining and delivering new content approaches with a history of launching new, innovative and creative content solutions.
- Experience in leading multiple key projects and initiatives on time, on track, and on budget.
- Experience providing feedback regarding both strategic alignment and creative execution to creative teams.
- Experience in implementing content to change behavior and drive improved engagement.
- Understanding of regulatory, compliance privacy and legal guardrails and policies

Desirable Requirements:

- Content strategy experience.
- Experience in pharmaceutical Patient Support or within an agency/creative shop

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:

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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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