

Senior Manager, Marketing Strategy - Immunology

Job ID
REQ-10061193

9月 15, 2025

USA

摘要

#LI-Hybrid

Join Novartis as a Senior Manager, Marketing Strategy where you will focus on patient marketing strategies, supporting a Marketing Director and delivering key strategic analyses to prepare for the anticipated launch of a new medicine in immunology. This individual will work closely with the Director of Marketing Strategy and cross functional partners to ensure that the Marketing Strategy is effectively integrated into Patient-centric campaigns and experiences. Additionally, the role involves identifying, testing, validating, and executing creative concepts, creating assets for patient/DTC promotions, and embedding best practices across marketers to improve impact and create communities of practice.

Location/Travel: 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 associate is remote, all home office expenses and any travel/lodging to East Hanover, NJ for periodic live meetings will be at the employee 's expense. This position will require 25% travel; the expectation of working hours and travel (domestic and/or international) is defined by the hiring manager.

About the Role

Key Responsibilities:

- Work effectively with the ED Marketing Strategy SPOC, Marketing Director(s), and the patient Marketer(s) to develop a cohesive and integrated brand marketing strategy and campaign grounded in customer insight for growth brands and/or supporting patient Marketer Director on this dual indication efforts
- Establish brand-specific patient domain expertise, and create engaging brand centered content and concepts for adaption into personalized and tailored experiences
- Share and embed knowledge on best practices to engage patients and change behavior across the full brand lifecycle
- Implement best in class DTC promotion and digital marketing strategies that align to brand goals and maximize business results
- Ensure digital plans are appropriately implemented and optimized.
- Foster a high performing team that proactively and effectively interfaces across key functions to achieve product strategies and objectives
- Support and deliver the patient integrated plan for the brand to achieve the Product strategy and objectives; define resourcing required and managing the allocated budget for patient team, collaborating effectively across strategic partners including Customer Experience Planning and Optimization (CXP&O), NPS, Access, TLLs, Communications, Patient Advocacy, Customer Engagement, and Insights and Decision Sciences (IDS)
- Drive excellence in developing assets for patients through domain expertise to enable adaptation across the end-end experience, partnering closely with the CXP&O team
- Provide business requirements and input into selecting the agency (AoR) for brand marketing and partner with Operations to maximize agency relationship(s)
- Collaborate with General Management, CXP&O, TLLs, IDS, and customer engagement teams on integrated plan and lead asset(s), as appropriate

Essential Requirements:

- Education: Bachelor ' s degree in a related field
- Minimum of 3 years of experience in commercial marketing with multi-functional experience in pharmaceutical or healthcare
- Demonstrated experience of leveraging data, analytics, and customer insights to drive personalization at scale in the US Market
- 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
- Strong experience in digital, non-personal promotion, media, and social
- 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

Desirable Requirements:

- Immunology or other specialty therapeutic area experience
- Experience in digital strategies and capabilities development

Novartis Compensation Summary: The salary for this position is expected to range between \$103,600 and \$192,400 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

Distant Working Arrangement, US

站点

Distant Employee - Distant Working Arrangement (DWA) (USA)

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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