

Director Direct to Patient Marketing

Job ID
REQ-10062063

9月 25, 2025

USA

摘要

This position will be located at our East Hanover, NJ site and will not have the ability to be located remotely.

The Director, Direct to Patient Marketing will be the principal lead in defining and developing the DTP capability across Novartis USA. The Director and will report to the Executive Director Marketing Strategy Oncology USA. This individual will partner closely with cross-functional teams including Novartis Patient Services, Market Access, Patient Advocacy, Communications, Marketing Strategy, Insights and Data Sciences and General Management. The incumbent will be responsible for identifying, testing, and validating human centric DTP solutions across current and emerging Novartis portfolio. This role will identify, share and embed a modular approach to DTP across the US business.

About the Role

Key Responsibilities:

- Work effectively with the Executive Director Marketing Strategy and cross-functional team to develop a cohesive and integrated DTP strategy and organizational capability that connects people, with the right care, faster.
- Establish human centric patient experiences that feel intuitive, frictionless, trusted, connected and anticipatory.
- Convert DTP strategy into capability modules with bespoke features that address priority friction points across the portfolio of brands.
- This includes, best in class digital strategies and AI solutions 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 interface across key functions to achieve the product strategies and objectives
- Define objectives, resourcing required and manage the allocated budget for DTP, collaborating effectively across strategic partners both internally and externally

Essential Requirements:

Education (minimum/desirable): Bachelor ' s degree in related field is required; Master of Science and/or MBA preferred

- Minimum of 5 years of experience in commercial Marketing with multi-functional experience in Pharmaceutical or Healthcare preferred
- Minimum of 3 years of demonstrated experience of leveraging data, analytics, and customer insights to drive personalization at scale
- Experience in supporting high performing brands in highly competitive categories within the US; recent launch experience for blockbuster specialty treatments preferred
- Transformational Leader with strategic experiences to transform the business into next generation engagement
- 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
- Detail-oriented with the ability to manage multiple tasks, priorities and deadlines

The pay range for this position at commencement of employment is expected to be between: \$185,500.00 and \$344,500.00/year; however, while salary ranges are effective from 1/1/25 through 12/31/25, fluctuations in the job market may necessitate adjustments to pay ranges during this period. Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills, and abilities. The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units, and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans will be provided if an employee receives an offer of employment. If hired, employee will be in an “at-will position” and the Company reserves the right to modify base salary (as well as any other discretionary payment or compensation program) at any time, including for reasons related to individual performance, Company or individual department/team performance, and market factors.

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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