

ED, HCP Marketing Strategy

Job ID
REQ-10064250

10月 14, 2025

USA

摘要

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).

Novartis is a global company that combines medical science and digital technology to provide life-changing medicines to millions of people. We offer numerous opportunities for growth and development, including global and local cross-functional careers and a wide range of learning programs. Our strong pipeline of medicines ensures continued business growth and enables us to bring innovative treatments to patients quickly.

Job Purpose:

The Executive Director, HCP Marketing Strategy, will be responsible for setting the strategy and guiding execution for key elements of HCP marketing. The Marketing ED will be responsible for defining insight-based marketing strategy for in-scope efforts including launch preparation and driving in-market brand performance. This lead will ensure HCP Marketing Strategy and concepts are effectively orchestrated into HCP-centric campaigns, tactics, and experiences across different HCP

customers. This individual will report directly into the VP, RLT Marketing Strategy and partner closely with DTC Marketers, P2P Marketers, the rest of the RLT Marketing team and other cross-functional partners.

About the Role

Key Responsibilities:

- Develop a cohesive and integrated HCP marketing strategy and execution plan, including any campaigns, grounded in customer insight, aligned with overall Prostate Cancer and RLT strategy
- Partner with CXPO team to create HCP customer-centric experiences rooted in behavioral change
- Ability to translate in-market data signals to actions that lead to behavior change
- Drive best in class digital marketing strategies that align to brand goals and maximize business results and ensure digital plans are appropriately implemented and optimized.
- Identify opportunities to flex resources within the team to meet evolving business needs
- Foster a high performing team that proactively and effectively interfaces across key functions to achieve the product strategies and objectives

Essential Requirements:

Education: Bachelor's degree in a related field is required; Master of Science, and/or MBA preferred

Experience:

- Minimum of 10 years of experience in commercial Marketing with multi-functional experience in Pharma or Healthcare preferred, including demonstrated experience of leveraging data, analytics, and customer insights to drive personalization at scale
- Experience in driving high performing brands in highly competitive categories within the US; recent HCP launch experience for oncology / prostate cancer / specialty treatments strongly preferred
- Demonstrated ability to build strong business collaborative relationships with various stakeholders and work effectively on a team
- Transformational Leader with strategic experiences to transform the business into next generation engagement
- Track record of fostering high performing teams
- Excellent written and oral communication skills with the ability to effectively communicate complex ideas and information to a range of audiences and stakeholders
- Ability to develop and deliver resources / programs / tactics on time, on scope, on budget, with strong financial acumen
- 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: \$214,900.00 and \$399,100.00/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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