

Associate Director, HCP Marketing Strategy - Renal Rare Disease

Job ID
REQ-10065721

10月 31, 2025

USA

摘要

Novartis has an incredible opportunity for a talented individual to join our team as an Associate Director, HCP Marketing Strategy. This pivotal role is your chance to shape the future of a key product in the rare renal space, driving innovative marketing strategies that will enhance the lives of patients and healthcare professionals. The Associate Director, Marketing Strategy supports the development and execution of the HCP marketing strategy, providing vital strategic input, insights, and deliverables to guide the planning and implementation of an integrated customer experience.

This position is based 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. The expectation of working hours and travel (domestic and/or international) will be defined by the hiring manager. This position will require up to 25% travel.

About the Role

Key Responsibilities:

- Identify barriers and opportunities to enhance the HCP experience, focusing on human insights to drive brand growth.
- Collaborate effectively with agencies and cross-functional teams to streamline communication and implement strategy.
- Challenge existing assumptions by bringing fresh perspectives on HCP behaviors.
- Build deep brand and therapeutic area expertise to inform go-to-market strategies.
- Share best practices to influence patient and customer engagement across the brand lifecycle.
- Design and execute innovative digital marketing strategies aligned with brand goals.
- Develop customer-centric content tailored to disease areas and brand needs.
- Support integrated marketing plans across audience segments and channels. Partner with marketing and HCP/DTC teams to align brand initiatives with customer insights.

Essential Requirements:

- Education: Bachelor's degree in a related field is required
- Minimum of 5 years of experience in commercial marketing for pharmaceuticals
- Minimum of 3 years of demonstrated experience in leveraging data, analytics, and customer insights in the US market.
- Experience in supporting high-performing brands in highly competitive categories within the US
- 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.
- Experience in supporting high performing brands in highly competitive categories within the US
- Relevant experience in digital, non-personal promotion, media, and social

Desirable Requirements:

- Rare disease or renal therapeutic area experience
- Launch experience for blockbuster specialty treatments and experience in digital strategies/capabilities development

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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