

Executive Director, Marketing Strategist Fabhalta Renal

Job ID
REQ-10066203

11月 07, 2025

USA

摘要

As the Executive Director, Marketing Strategist you will be responsible for shaping and applying a consistent marketing approach to Fabhalta and the Renal Portfolio, reporting directly into the Vice President, Marketing Strategy Renal. As an internally and externally recognized expert in multiple marketing domains, this individual will serve as the Single Point of Contact (SPOC) and primary interface for Integrated Marketing with the Product GMs. You will partner closely with the Product GM to translate product strategy into customer- centric concepts that deliver on key business objectives and priorities, while establishing brand positioning, marketing strategy, and the go-to-market approach.

This position will be located at the East Hanover site and will not have the ability to be located remotely. This position will require 25% travel as defined by the business (domestic and/ or international).

About the Role

Major Accountabilities:

- Serve as primary point of contact for the Fabhalta Renal GM/Product Strategy within Integrated Marketing to drive seamless alignment and consistent communication between the Product and Marketing functions.
- Identify and embed brand-specific end-to-end marketing domain expertise (e.g., HCP, patient) expertise to inform the go to market approach that drives customer (HCP and patient) behavior change and market performance.
- Work closely with key Renal Portfolio IPST stakeholders to ensure synergies are maximized across Fabhalta, Vanrafia, and the entire portfolio.
- Directly manage and oversee marketers to drive excellence in lead asset development (e.g., CVA, TV ad).
- Oversee development of marketing strategy that is grounded in analytics and includes elements such as opportunity prioritization, behavioral goals, value propositions, and brand positioning; drive and measure brand performance; and effectively drive customer engagement across multiple stakeholders (field force, patient support services, integrated marketing, etc.) that are core to brand success.
- Oversee field strategy alignment and coordination with Customer Engagement.
- Influence while contributing to a high performing team culture that proactively and effectively interfaces between the pillars and key functions.
- Ensure an integrated marketing strategy is defined and delivered for the brand that will achieve the Product strategy and objectives; including resourcing required and budget.
- Oversee marketing agency (AoR) selection, lead annual scope development and agency briefing for brand needs across marketing functions, partnering with Operations to manage SOW, capture technical details, and maximize agency relationship(s).
- Directly manage and oversee the development and evolution of the core claims document and associated shepherding through the MLR review process.
- Oversee development of creative concepts including content strategy (role of content, themes, and topics), core content assets, and the content requirements based on the Experience Map.

Essential Requirements:

- Undergraduate required; preferred additional advanced education (MBA or certificates) preferred in related field
- Minimum of 10 years of directly related business experience in commercial Marketing in a regulated industry.
- Minimum of 5 years ' experience in cross - functional areas such as Marketing, Sales, Market Access, and/or Patient services.
- Experience in driving high performing brands in highly competitive categories within the US; recent launch experience for blockbuster specialty treatments preferred.
- Demonstrated experience in utilizing data, insights, analytics, and behaviors into optimizing marketing performance and outcomes.
- Understanding complex brands within a specialty distribution.
- Understanding and ability to navigate regulatory, compliance and legal environment to launch new programs.
- Strong cross-functional leadership and ability to collaborate effectively with various stakeholders and teams including Product, Communications, Legal, Regulatory, Compliance and Global.
- Track record of attracting and developing talent and building high performing teams.

Desirable Requirements:

- Experience in Rare Disease, Pharmaceutical, Healthcare or Consumer Packaged Goods, preferred.
- Rare Renal Therapeutic Experience, highly preferred.
- Experience in all aspects of marketing across the product lifecycle (launch, mature, LOE) preferred.

Novartis Compensation Summary:

The salary for this position is expected to range between \$214,900 - \$399,100 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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