

Director of HCP Marketing, Early Breast Cancer

Job ID
REQ-10066391

11月 18, 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).

We believe the answers are found when curious, adventurous, and collaborative people are brought together in an inspiring environment. Where you 're given opportunities to utilize the power of digital and data to individualize and maximize interactions with customers. Where you 're empowered to not fear failure when taking smart risks. And most importantly, where you 're surrounded by people who share your determination to tackle the world 's toughest medical challenges.

The Integrated Marketing Organization, within Novartis USA, is instrumental in driving innovative Marketing strategies, leveraging a cross-functional suite of peers to orchestrate communications and campaigns for optimal impact across key customer audiences. You will partner with peers in the General Management and Customer Engagement Organizations, to identify synergies that enable business-critical transformation. Each day, the Marketing Organization will collaborate and innovate to get more medicines, faster, into the hands of the people that need them most.

About the Role

The Director of HCP Marketing, Early Breast Cancer, will be responsible for leading HCP Marketing Strategy and report to the Executive Director Marketing Strategy, Breast and Woman ' s Cancer.

Key Responsibilities:

- Work effectively with the Marketing Strategy Lead and the Patient Marketing team, to develop a cohesive and integrated marketing strategy and campaign, grounded in customer insight
- Establish brand-specific HCP domain expertise, and create engaging brand-centered content and concepts for adaptation into personalized and tailored experiences
- Ability to translate in-market data signals to actions that lead to behavior change
- Foster a high performing team that proactively and effectively interfaces across key functions to achieve the product strategies and objectives
- Define and deliver the brand ' s HCP integrated plan to achieve the Product strategy and objectives; define resourcing required and manage the allocated budget for HCP
- Drive excellence in developing assets for HCP to enable adaptation across the end-end experience, partnering closely with the Customer Experience Planning team
- 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.

Essential Requirements:

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

Experience:

- Minimum of 7 years of experience in commercial Marketing with multi-functional experience in Pharma or Healthcare. Candidates with experience across one or more functions will be prioritized. These include but are not limited to: HCP, consumer/DTC, NPP, Market Access, CXP&O, P2P/congresses.
- Given the size, scope and complexity of this role, candidates with director level experience are strongly preferred.
- Experience in driving high performing brands in highly competitive categories within the US; recent launch experience for oncology or specialty treatments strongly preferred

- Minimum of 5 years of demonstrated experience of leveraging data, analytics, and customer insights to drive personalization at scale
- Demonstrated ability to build strong business collaborative relationships with various stakeholders and work effectively on a team
- 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: \$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
General Management

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

[Apply to Job](#)



Job ID
REQ-10066391

Director of HCP Marketing, Early Breast Cancer

[Apply to Job](#)

Source URL:
<https://www.novartis.com.cn/careers/career-search/job/details/req-10066391-director-hcp-marketing->

early-breast-cancer

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://talentnetwork.novartis.com/network>
3. <https://www.novartis.com/careers/benefits-rewards>
4. <mailto:us.reasonableaccommodations@novartis.com>
5. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/East-Hanover/Director-of-HCP-Marketing--Early-Breast-CancerREQ-10066391-2>
6. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/East-Hanover/Director-of-HCP-Marketing--Early-Breast-CancerREQ-10066391-2>