

ED, Oncology Marketing Strategist

Job ID
REQ-10069325

1月 28, 2026

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.

The Executive Director, Oncology Marketing Strategy, will be responsible for setting the marketing strategy and guiding execution across HCP, Patient/DTC, Peer to Peer & Congresses for Breast & Women's Cancer. Responsibilities include defining and refining insight-based marketing strategies across both early & metastatic indications to drive in-market brand performance. You will ensure marketing strategy and concepts are effectively orchestrated into human centric campaigns, and experiences ladder up to the functional strategy and overall product strategy. You will partner closely with the ED, Enterprise Partnerships and DTC Director, to iterate and pull-through the Your

Attention Please campaign. You will report directly into the VP, Oncology Marketing Strategy and partner closely with the cross-functional Integrated Product Strategy Team to deliver on the marketing strategy.

About the Role

Key Responsibilities:

- Develop a cohesive and integrated marketing strategy and execution plan, including campaigns, grounded in deep human insight, aligned the overall Oncology product strategy
- Partner with CXPO team to create customer-centric experiences rooted in human insights
- Partner with Content Lab to develop break-through content that resonates with target audiences
- 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 optimizing reach, relevance, ROI and brand impact.
- 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 / 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 salary for this position is expected to range between \$236,600.00 and \$439,400.00 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.

To learn more about the culture, rewards and benefits we offer our people click [here](#).

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>

Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally. [Read our handbook \(PDF 30 MB\)](#)

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

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function adjustKalturaPlayer() { var deviceWidth = window.innerWidth || document.documentElement.clientWidth || document.body.clientWidth; var mediaElement = document.getElementById("kulturaplayer697c5674801de576069728"); var mediaContainer = mediaElement.closest('.nc-kaltura-media'); var originalWidth = "1200px"; var originalHeight = "674px"; var originalWidthValue = parseFloat(originalWidth); var originalHeightValue = parseFloat(originalHeight); var mediaType = "video"; var isResponsive = false; // Get computed styles of the container element. var parentStyles = window.getComputedStyle(mediaContainer); var finalWidth = parseFloat(parentStyles.width); if (finalWidth < originalWidthValue) { var config = { targetId: "kulturaplayer697c5674801de576069728", provider: { widgetId: "10m7rm1pm", partnerId: "2076321", uiConfd: "55802022" }, playback: { autoplay: false, autopause: false, allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: { download: { disable: true }, "playkit-js-transcript": { position: "right", // Default: bottom; ('left', 'right', 'top', 'bottom') to enable transcript. expandMode: "over", // Default: alongside; ('alongside', 'hidden', 'over') expandOnFirstPlay: false, showTime: true, downloadDisabled: false, printDisabled: false, disable: true } }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu: false }, components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback', 'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get: KalturaPlayer.ui.components.Remove } ] } }; config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; config.plugins.floating = { disable: true }; config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; config.plugins['playkit-js-hotspots'] = { disable: true }; config.plugins['playkit-js-moderation'] = { disable: true }; config.plugins['playkit-js-info'] = { disable: true }; config.plugins.share = { disable: true }; config.ui.uiComponents = []; config.plugins.googleTagManager = {};
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config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';

config.plugins.googleTagManager.customEventsTracking.custom = [];

config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents: false, playlistEvents: false, castEvents: false } };

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try { var kalturaPlayer = KalturaPlayer.setup(config); // Add the player to the global array. if (typeof kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } // Load the Player for other media. kalturaPlayer.loadMedia({entryId: "1_dgfvmafo"}); setTimeout(() => { setupAutoPause(kalturaPlayerVideos); }, 500); function setupAutoPause(players) { players.forEach((currentPlayer) => { currentPlayer.addEventListener('play', () => { players.forEach((otherPlayer) => { if (otherPlayer !== currentPlayer && typeof otherPlayer.pause === 'function') { otherPlayer.pause(); } })); })); } } catch (e) { console.error(e.message) }
```



VIDEO

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ED, Oncology Marketing Strategist

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