

Senior Marketing Manager - Multiple Sclerosis

Job ID
REQ-10069962

1月 29, 2026

USA

摘要

#LI-Hybrid

Join Novartis as a Senior Marketing Manager where you will focus on HCP marketing strategies supporting a Marketing Director and delivering key projects spanning congress strategy, personal promotion, and non-personal promotion in the Multiple Sclerosis therapeutic area. This individual will work closely with the members of the HCP Marketing team and several cross-functional partners to ensure that the brand strategy is effectively integrated into HCP-centric campaigns and experiences.

This role 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. This position will require 20-25% travel as defined by the business (domestic and/or international).

About the Role

Key Responsibilities:

- Work effectively with the Executive Director Marketing Strategy, Marketing Director, and the HCP Marketing team to help develop a cohesive and integrated brand marketing strategy and campaign grounded in customer insights
- Establish brand-specific and disease state expertise, creating engaging activations that can be adapted into personalized customer experiences
- Share and embed knowledge on best practices to engage HCPs and change behavior across the full brand lifecycle
- Implement best in class HCP promotion and digital marketing strategies that align to brand goals and maximize business results
- Ensure digital plans are appropriately implemented and optimized.
- Contribute to a high performing team culture that proactively and effectively interfaces across key functions to achieve objectives
- Support and deliver the HCP integrated plan for the brand to achieve the brand strategy and objectives; define resourcing required and manage the allocated budget, collaborating effectively across strategic partners including Customer Engagement (CE), Customer Experience Planning and Optimization (CXP&O), NPS, Market Access, TLL, and Insights and Decision Sciences (IDS)
- Master the creative brief writing process ensuring execution excellence and accountability of agency (AoR)

Essential Requirements:

- Education: Bachelor ' s degree in a related field; PharmD or MBA preferred
- Minimum of 3 years of experience in commercial Marketing with multi-functional experience in Pharmaceutical or Healthcare
- Demonstrated experience of leveraging data, analytics, and customer insights to drive personalization at scale 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 internal stakeholders including Legal, Regulatory, Medical, and Compliance
- Experience in non-personal promotion including digital and social
- Excellent written and oral communication skills with the ability to effectively communicate complex ideas and information to a range of audiences and stakeholders
- Detail-oriented with the ability to manage multiple tasks, priorities and deadlines

Desirable Requirements:

- Multiple Sclerosis or other specialty therapeutic area experience

Novartis Compensation Summary:

The salary for this position is expected to range between \$126,000 and \$234,000 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>

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
Marketing

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

```
function adjustKalturaPlayer() { var deviceWidth = window.innerWidth ||
document.documentElement.clientWidth || document.body.clientWidth; var mediaElement =
document.getElementById("kalturaplayer697bb64b4ca2d548404126"); 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
```

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of the container element. var parentStyles = window.getComputedStyle(mediaContainer); var
finalWidth = parseFloat(parentStyles.width); if (finalWidth > 0) { var config = { targetId:
"kalturaplayer697bb64b4ca2d548404126", provider: { widgetId: "1Qm7rm1pm", partnerId:
"2076321", uiConfId: "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 = {};
config.plugins.googleTagManager.customEventsTracking = {};
config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
config.plugins.googleTagManager.customEventsTracking.custom = [];
config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents:
false, playlistEvents: false, castEvents: false } };

```

```

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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4. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/East-Hanover/Senior-Marketing-Manager---Multiple-SclerosisREQ-10069962-1>
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