

Senior Manager, Peer to Peer Marketing

Job ID
REQ-10076996

5月 06, 2026

USA

摘要

#LI- Hybrid

This position will be located at East Hanover, NJ 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). Please note that this role would not provide relocation and only local candidates will be considered.

The Senior Manager, Peer to Peer Marketing (known as Senior Manager, HCP Education Delivery within Novartis), is a strategic marketing role within Integrated Marketing Organization of US Pharma. This position is dedicated to the consistent delivery of top-tier HCP education for Therapeutic Areas (TA)/Brands. Leveraging Novartis HCP Education capabilities and deep customer and TA/Brand insights, the role is designed to elevate peer to peer promotional activities and create a broad ecosystem of education. This role will also be the lead to create and execute educational experiences that not only inform and engage HCPs on DSE and unbranded education, but also foster confidence in appropriately selecting and prescribing Novartis products in line with marketing strategies.

About the Role

Key Responsibilities:

- Design and deliver impactful peer-to-peer HCP education aligned with brand and therapeutic area strategies
- Collaborate cross-functionally to ensure consistent, high-quality educational experiences across channels
- Translate scientific data into engaging content tailored for diverse healthcare professional audiences
- Lead multiple high-priority projects from concept to execution, ensuring timely and on-budget delivery
- Drive initiatives that enhance the HCP experience and demonstrate measurable improvements
- Apply strategic and analytical thinking to optimize educational program effectiveness
- Maintain full compliance with regulatory standards while executing promotional education activities

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

Essential Requirements:

- A minimum of 2 years of commercial marketing experience, with a proven track record of building scalable HCP education programs. Alternatively, candidates with 2 years of marketing experience and completion of a postdoctoral fellowship at a major pharmaceutical company will also be considered.
- Demonstrated ability to communicate scientific data effectively to a variety of audiences.
- Experience in driving enterprise-wide initiatives that enhance the HCP experience and demonstrate measurable improvements.
- Proven project management skills, with the ability to lead and deliver multiple top-priority projects on time, within scope, and on budget. A strategic and analytical mindset is essential, as demonstrated by key projects or initiatives.
- Accomplished cross-functional leadership skills, with the ability to collaborate effectively with various teams and stakeholders.

Desirable Requirements:

- Multi-functional experience in Pharmaceutical or Healthcare
- Prior work within a center of excellence model, where consistent standards, best practices, and knowledge sharing were effectively implemented

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.

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
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

```

var config = { targetId: "kalturaplayer69fc4f048ac68169145375", provider: { widgetId:
"10m7rm1pm", partnerId: "2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause:
false, allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: {},
sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true,
showSpeedMenu: false }, css : "/modules/custom/arcticnckalturaaddon/css/kalturavideo.css",
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(KalturaPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(KalturaPlayer.plugins["transcript"]) { config.plugins["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 }; } if (KalturaPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (KalturaPlayer.plugins["navigation"]) {
config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible:
false }; } if (KalturaPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; }
if (KalturaPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if
(KalturaPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if
(KalturaPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents =
[]; if (KalturaPlayer.plugins["googleAnalytics"]) { 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"}); } catch (e) { console.error(e.message) }

```

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