

AD, Marketing Strategy - 2 positions - Myotonic Dystrophy

Job ID
REQ-10077627

5月 11, 2026

USA

摘要

#LI-Hybrid

The Integrated Marketing Organization has a rare opportunity to shape the launch of a breakthrough therapy and make a meaningful difference for patients in the neuromuscular rare disease community. As an Associate Director, Marketing Strategy, you will define and drive the launch and ongoing marketing strategy for a priority brand, partnering closely with the Marketing Director to deliver the strategic insights that power customer-centric planning and execution across the Integrated Marketing & Customer Experience organization. Working hand in hand with cross-functional partners, you will bring the brand platform to life by identifying, testing, and validating compelling creative concepts, translating strategy into integrated campaigns, experiences, and lead assets that resonate with HCPs and patients.

This position will be located in East Hanover, NJ or Cambridge, MA and will not have the ability to be located remotely. Relocation may be possible and requires necessary approval. This position will require up to 20% travel as defined by the business (domestic and/or international).

About the Role

Key Responsibilities:

- Partner with the Director, Marketing Strategy, to develop a cohesive and integrated brand marketing strategy and campaign grounded in customer insight for a new launch
- Establish brand-relevant behavior-based strategies, create engaging and relevant content and concepts for adaptation into personalized and tailored experiences
- Share and embed knowledge on best practices to engage HCPs and patients and change behavior across the full brand lifecycle
- Implement best in class professional promotion and digital marketing strategies that align to brand goals and maximize business results.
- Ensure HCP and Patient Personal Promotion and Digital plans are appropriately implemented and optimized.
- Support and deliver an integrated plan for the brand to achieve the Product strategy and objectives; define resourcing required and managing the allocated budget for HCPs, collaborating effectively across strategic partners including Novartis Patient Support and Communications and Engagement
- Drive excellence in developing the assets and ensure a holistic ecosystem of channels that deliver impact and engagement to enable adaptation across the end-end experience, partnering closely with the Customer Experience Planning and Optimization team
- Drive the understanding of market conditions and competitive readiness.
- Provide business requirements and input into selecting the agency (AoR) for brand marketing and partner with Operations to maximize agency relationships

Essential Requirements:

- Bachelor ' s degree in related field is required; Master of Science, PharmD or MBA preferred
- Minimum of 5 years of experience in commercial Marketing
- Minimum of 3 years of demonstrated experience of leveraging data, analytics, and customer insights to drive personalization at scale in the US market
- Experience supporting a new function or launch brand
- Experience in supporting high performing brands in highly competitive categories within the US; recent launch experience for blockbuster specialty treatments preferred.
- Strong cross-functional leadership and ability to collaborate effectively with various stakeholders and teams including Product, Communications, Legal, Regulatory, Compliance and Global
- Excellent written and oral communication skills with the ability to effectively communicate complex ideas and information to a range of audiences and stakeholders

Desirable Requirements:

- Rare disease with neuroscience and/or neuromuscular therapeutic area experience
- Multi-functional experience in either the pharmaceutical or healthcare industry; experience in consumer-packaged goods is also a plus

Novartis Compensation Summary:

The salary for this position is expected to range between \$152,600 and \$283,400 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

Alternative Location 1
Cambridge (Massachusetts), Massachusetts, USA

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

```

var config = { targetId: "kalturaplayer6a04570a74243055434350", 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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