NOVARTIS

Director, Brand Lead - 2 positions - Neuromuscular Disease

Job ID
REQ-10077650

5月 11, 2026

USA

摘要

#LI-Hybrid
The Director, Marketing Strategy/Brand Lead will lead U.S. launch strategy for a Neuromuscular Rare Disease asset, serving as the principal architect of brand and marketing strategy. Partnering across insights, customer experience, content, and media teams, this role will translate deep human insights into integrated, behavior - changing strategies for HCPs, patients, and caregivers. The Director will drive creative excellence and campaign effectiveness by shaping brand strategy, validating messaging and concepts, and embedding best practices across the Integrated Marketing Organization.

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 Executive Director Marketing Strategy to develop a cohesive and integrated brand marketing strategy and campaign grounded in customer insights.
- Establish brand strategy and create engaging brand-centered experiences.
- Work with Customer Experience Planning and Optimization, Media COE and Agency of Record to deliver orchestrated strategy and integrated campaigns.
- Implement best in class digital marketing strategies that align to brand goals and maximize business results.
- Ensure digital plans are appropriately implemented and optimized.
- Foster a high performing team that proactively and effectively interface across key functions to achieve the product strategies and objectives
- Support and deliver an integrated plan for the brand to achieve the Product strategy and objectives; define resourcing required and manage the allocated budget for patient, collaborating effectively across strategic partners including Novartis Patient Services, Corporate and Brand Communications.
- Drive creative excellence partnering closely with the Content Lab & Customer Experience Planning and Optimization team.

Essential Requirements:

- Bachelor's degree in related field is required; Master of Science and/or MBA preferred
- Minimum of 8 years of experience in commercial Marketing required; multi-functional experience in pharmaceutical or healthcare preferred
- Minimum of 3 years of demonstrated experience of leveraging data, analytics, and customer insights to drive personalization at scale Experience in supporting high performing brands in highly competitive categories within the US; recent launch experience for blockbuster specialty treatments preferred
- Transformational leader with strategic experiences to transform the business into next generation engagement
- 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
- Detail-oriented with the ability to manage multiple tasks, priorities and deadlines

Desirable Requirements:

- US launch experience
- Rare disease and therapeutic area experience in Neuroscience &/or Neuromuscular

Novartis Compensation Summary:

The salary for this position is expected to range between $185,500 and $344,500 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: "kalturaplayer6a03dded258ac014616623", 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: "1dgfvmafo"}); } catch (e) { console.error(e.message) }

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