

Director, Theranostics Marketing Strategy

Job ID
REQ-10082082

7月 28, 2026

USA

Available in: English

摘要

#LI-Hybrid

Drive the strategy for one of healthcare's most innovative and rapidly evolving categories, shaping the future of Theranostics at Novartis. As Director, Marketing Strategy, you will lead portfolio-wide brand positioning, growth strategy, and integrated marketing initiatives that strengthen Novartis's leadership in precision medicine. Partnering closely with cross-functional and Integrated Marketing Organization (IMO) teams, you will translate bold strategic vision into impactful customer experiences that accelerate adoption and deliver meaningful outcomes for patients.

This position will be located at the East Hanover, NJ site 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% travel as defined by the business (domestic and/or international).

About the Role

Key Responsibilities:

- Partner with the ED, Marketing Strategy to develop a cohesive and integrated marketing strategy and campaign, grounded in deep customer insights
- Own the Theranostics narrative and positioning
- Enable cohesion across brands and indications, avoiding fragmentation as the portfolio expands
- Play a key role in shaping long-term market development and category leadership
- Think outside the box to drive best in class marketing strategies that align to brand goals and maximize business results
- Foster a high performing team that proactively and effectively interfaces across key functions to achieve the product strategies and objectives
- Collaborate with Product Strategy and I&A teams on integrated strategy, plan, and asset(s), as appropriate
- Share and embed knowledge on best practices to engage customers and change behavior across the full brand lifecycle and drive behavior change

Essential Requirements:

- Bachelor's degree in a related field is required; Master of Science, and/or MBA preferred
- At least 7 years of experience in strategy, consulting and/or 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/corporate strategy in highly competitive categories within the US
- Minimum of 5 years of demonstrated experience of leveraging data, analytics, and customer insights to drive personalization at scale
- Demonstrated success building trusted, collaborative partnerships across diverse stakeholders and cross-functional teams, with a proven track record of fostering high-performing teams
- Transformational Leader with strategic experiences to transform the business into next generation engagement
- Proven ability to develop and execute strategic programs, resources, and initiatives on time, within scope and budget, leveraging strong financial acumen, operational excellence, and the detail-oriented ability to effectively manage multiple priorities in a fast-paced, deadline-oriented environment
- Strong strategic agility with the ability to interpret market data, identify emerging opportunities, and convert insights into actions that drive customer engagement and behavioral change across highly complex brands
- 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:

- Recent experience with oncology or specialty treatments strongly preferred

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

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

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a6acfef075c5677310680", provider: { widgetId: "10m7rm1pm", partnerId:
"2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false, muted: false, loop:
false }, sources: { options: {}, startTime: 0 }, disableUserCache: "true", plugins: {}, sources: { options:
{}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu:
false }, components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets:
['Playback', 'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
kPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(kPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(kPlayer.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 (kPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (kPlayer.plugins["navigation"]) { config.plugins.navigation =
{ position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; } if
(kPlayer.plugins["hotspots"]) { config.plugins["playkit-js-hotspots"] = { disable: true }; } if
(kPlayer.plugins["moderation"]) { config.plugins["playkit-js-moderation"] = { disable: true }; } if
(kPlayer.plugins["info"]) { config.plugins["playkit-js-info"] = { disable: true }; } if
(kPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents = []; if
(kPlayer.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 } }; }
```

```
// Ensure the global player registry array always exists, regardless of embed type.
window.kalturaPlayerVideos = window.kalturaPlayerVideos || []; try { var thumbEmbedPromise =
_thumbnailEmbed({config, mediaInfo: {entryId: "1dgfvmafo"}}); // _thumbnailEmbed() returns a
Promise that resolves with the player instance // when the user clicks the thumbnail. Use .then() to
capture the player directly. thumbEmbedPromise .then(function(player) {
window.kalturaPlayerVideos.push(player); // Notify kalturadatalayer.js that a new player is ready so
it can // attach custom event listeners immediately, regardless of when // the user clicked the
thumbnail relative to page load. document.dispatchEvent(new CustomEvent('kalturaPlayerReady', {
detail: { player: player } })); }) .catch(function(error) { console.error(error); }); } catch (e) {
console.error(e.message) }
```

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