

Associate Director, Enterprise Marketing Partnerships

Job ID
REQ-10086119

9月 20, 2026

USA

摘要

#LI-Hybrid

This position can be based in East Hanover, NJ or New York City 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 15% travel as defined by the business (domestic and/or international).

Join Novartis as the Associate Director, Enterprise Marketing Partnerships and help bring high-impact partnerships, sponsorships, and integrated marketing programs to life across priority enterprise platforms. In this highly visible role, you will manage select external partner relationships and collaborate across agency and cross-functional teams to deliver measurable consumer and patient impact through sports, cultural, advocacy, and nonprofit partnerships, including work with the NFL, NFL clubs, and the Pro Football Hall of Fame. This is an opportunity to apply your partnership marketing expertise and operational excellence to translate enterprise vision into engaging and brand-appropriate experiences at scale.

Why Consider Novartis?

At Novartis, we believe the greatest impact happens when science, culture, and innovation intersect. Enterprise Marketing Partnerships play a critical role in reimagining how we engage people earlier, more meaningfully, and more equitably—at scale. This role offers the opportunity to:

- Work on high profile, enterprise wide partnerships
- Operate at the intersection of marketing, health impact, and culture
- Grow toward broader strategic ownership within a uniquely visible function

About the Role

Key Responsibilities:

- Partnership Development & Execution:
 - Evaluate partnership opportunities and recommend those aligned with Novartis ' enterprise strategy and brand priorities.
 - Help shape partnership strategy within approved priorities, and translate approved strategies into execution plans, timelines, and deliverables.
- Day - to - Day Partnership Leadership:
 - Manage relationships with select external partners.
 - Lead execution across priority partnerships (e.g., large - scale sports, cultural, or advocacy platforms), ensuring deliverables are completed on time, within scope, and aligned to agreed objectives.
 - Navigate internal reviews (legal, medical, regulatory, privacy, brand) and approval processes, leading select submissions independently while coordinating stakeholder input and alignment for others to enable timely and compliant activation.
 - Support team hospitality planning and activation execution tied to key partnership moments.
- Consumer Experience & Omnichannel Activation:
 - Support omnichannel campaign activation tied to enterprise platforms, including large awareness initiatives, screenings, education, and cultural moments.
- Cross-Functional Collaboration:
 - Facilitate alignment across internal teams, agency partners, and external stakeholders, ensuring clear ownership, decision-making, and follow-through across complex initiatives.
- Agency & Vendor Management:
 - Manage agency teams and vendor workstreams across activation development, experiential execution, content planning, asset management, and reporting. Support leadership oversight of agency scopes, budget tracking, and performance evaluation, as needed.
- Performance Tracking & Optimization:
 - Monitor partnership asset utilization, activation progress, and delivery status, proactively identifying risks and opportunities across the portfolio.
 - Contribute insights and recommendations to optimize current partnerships and inform future planning.
- Stakeholder Communication:
 - Prepare concise executive updates, briefings, and decision materials that communicate partnership progress, performance, risks, opportunities, and recommendations.

Essential Requirements:

- Bachelor ' s degree required; master ' s degree in business, marketing, or a related field preferred.
- At least five years of experience in partnership marketing, integrated marketing, or sponsorship activation, preferably within healthcare, pharmaceuticals, or another highly regulated industry.
- Two years of experience managing complex programs across multiple internal and external stakeholders.
- Proficiency in using artificial intelligence tools to develop executive summaries and enhance presentation content.
- Strong project management skills with the ability to manage multiple workstreams simultaneously.
- Comfort navigating cross - functional teams and agency partners in a matrixed organization.
- Strong executive communication, stakeholder management, and problem-solving skills.

Desirable Requirements:

- Experience in pharmaceutical, biotech, healthcare, or healthcare consulting environments, including global or multi-market work.
- Experience supporting major sports leagues, advocacy organizations, or enterprise partnerships, with entertainment, nonprofit, or cultural platform experience preferred.

Novartis Compensation Summary: The salary for this position is expected to range between \$160,300.00 and \$297,700 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

Alternative Location 1

New York City, New York, USA

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6ab1594671134534126823", provider: { widgetId: "1Qm7rm1pm", 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 kaltura_dataLayer.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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