

Director, Peer-to-Peer Marketing Strategy - Radioligand Therapy

Job ID
REQ-10087083

9月 08, 2026

USA

摘要

#LI-Hybrid

Shape how healthcare professionals connect, learn, and engage across the Radioligand Therapy (RLT) portfolio. The Director, RLT Peer-to-Peer (P2P) Marketing Strategy will lead the development and execution of the U.S. P2P marketing strategy within the Integrated Marketing Strategy organization, defining and optimizing the engagement model across national and regional congresses, speaker bureau and HCP educational programs, and other peer initiatives that advance brand and portfolio objectives. Reporting to the VP, RLT Marketing Strategy, this leader will partner closely with HCP Marketing, DTC Marketing, and other cross-functional stakeholders to deliver impactful, insight-driven educational and congress experiences that deepen customer engagement and support strategic business priorities, while establishing best practices, driving operational excellence, and fostering innovation to enhance performance, scalability, and customer impact across the RLT portfolio.

This position will be located at the East Hanover 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 up to 20% travel as defined by the business (domestic and/or

international).

About the Role

Key Responsibilities:

- Develop and lead the integrated P2P marketing strategy across the RLT portfolio, aligned to brand, portfolio, and enterprise objectives.
- Define the role of peer-to-peer engagement within the broader customer experience and omnichannel marketing strategy.
- Translate customer insights, market dynamics, and performance data into actionable strategies that drive meaningful behavior change among healthcare professionals.
- Lead the strategic planning and execution of national, regional, and local congress presence across RLT portfolio.
- Oversee speaker bureau strategy and execution, ensuring alignment with brand objectives, customer needs, and compliance requirements.
- Develop innovative HCP educational programs that support scientific exchange, clinical education, and customer engagement priorities.
- Establish performance metrics and measurement frameworks to evaluate the effectiveness of P2P programs and congress investments.
- Foster a high-performing, collaborative team culture focused on accountability, innovation, and continuous improvement.

Essential Requirements:

- Bachelor's degree in a related field is required
- Minimum of 7 years of experience in commercial Marketing with multi-functional experience in Pharma or Healthcare preferred
- Experience in driving high performing brands 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 ability to build strong business collaborative relationships with various stakeholders and work effectively on a team
- Transformational leader with strategic experiences to transform the business into next generation engagement
- Exhibits curiosity and embraces continuous learning mindset, combining problem-solving, learning agility, and responsible AI practices to reimagine how marketing strategies are developed, executed, and measured for greater customer impact.
- Track record of fostering high performing teams
- Excellent written and oral communication skills with the ability to effectively communicate complex ideas and information to a range of audiences and stakeholders
- Ability to develop and deliver resources/programs/tactics on time, on scope, and on budget, with strong financial acumen
- Detail-oriented with the ability to manage multiple tasks, priorities, and deadlines

Desirable Requirements:

- Recent launch experience in oncology, prostate cancer, urology, or specialty treatments strongly preferred
- MBA or Master of Science 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:

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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:
"kalturaplayer6aa203fbc97cf183510921", 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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