

## ED, HCP Marketing Strategy - Radioligand Therapy

Job ID  
REQ-10087605

9月 11, 2026

USA

### 摘要

#LI-Hybrid

Join a team redefining cancer care, as the Executive Director, HCP Marketing Strategy - Radioligand Therapy (RLT), where you will set strategy and guiding execution for key elements of HCP marketing, defining insight-based marketing strategies for in-scope efforts, including launch preparation and driving in-market brand performance. This leader will ensure HCP marketing strategies and concepts are effectively translated into HCP-centric campaigns, tactics, and experiences across diverse HCP audiences. Reporting to the VP, RLT Marketing Strategy, this role will partner closely with DTC Marketers, P2P Marketers, the broader RLT Marketing team, and cross-functional stakeholders to drive successful execution.

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 20% travel as defined by the business (domestic and/or international).

## About the Role

### Key Responsibilities:

- Develop a cohesive and integrated HCP marketing strategy and execution plan, including any campaigns, grounded in customer insight, aligned with overall Prostate Cancer and RLT strategy
- Partner with CXPO team to create HCP customer-centric experiences rooted in behavioral change
- Ability to translate in-market data signals to actions that lead to behavior change
- Drive best in class digital marketing strategies that align to brand goals and maximize business results and ensure digital plans are appropriately implemented and optimized.
- Identify opportunities to flex resources within the team to meet evolving business needs
- Foster a high performing team that proactively and effectively interfaces across key functions to achieve the product strategies and objectives

### Essential Requirements:

- Bachelor's degree in a related field is required
- Minimum of 10 years of experience in 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 in highly competitive categories within the US
- 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
- Track record of fostering high performing teams
- 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.
- 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, on budget, with strong financial acumen
- Detail-oriented with the ability to manage multiple tasks, priorities, and deadlines

### Desirable Requirements:

- Recent HCP launch experience for oncology, prostate cancer, or specialty treatments strongly preferred
- MBA and/or Master of Science

### Novartis Compensation Summary:

The salary for this position is expected to range between \$236,600 and \$439,400 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](mailto: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.

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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:

```

"kalturaplayer6aa4a063852ae204126105", 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 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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