NOVARTIS

Associate Director, Marketing Program Governance

Job ID
REQ-10090534

十月 28, 2026

USA

摘要

#LI-Hybrid

As Associate Director, Marketing Program Governance, you will help transform digital and channel marketing across the US Integrated Marketing Organization (IMO) by establishing consistent, compliant governance across brands. You will strengthen accountability and accelerate digital experiences through proactive risk management, efficient operational processes, audit strategies, universal content standards, and clearly documented process mapping. In this highly visible role, you will shape the strategy, delivery, and management of marketing programs, with the opportunity to make a significant impact on how the organization executes.

This position will be based in East Hanover, NJ 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 limited travel as defined by the business (domestic and/or international).

About the Role

Key Responsibilities:

- Partner with marketing technology, privacy, regulatory, medical, and operations teams to launch compliant marketing capabilities.
- Establish consistent channel execution requirements that strengthen compliance and operational efficiency.
- Advance digital innovation across brands, applying an enterprise mindset and AI where appropriate.
- Lead governance projects and provide expertise across channels, including headquarters-led email, electronic health records, and SMS.
- Use Agile practices to standardize content requirements, workflows, stakeholder responsibilities, and channel documentation.
- Gather requirements, define technical specifications, and test solutions before deployment.
- Strengthen the Material Approval Process (MAP) through cross-brand oversight and centralized content capabilities, ensuring MAP/MIST and channel compliance.
- Align stakeholders on program strategy and scope, and clearly communicate opportunities, risks, and benefits to senior leaders.
- Develop presentations, reference guides, system instructions, and Working Practice Documents; support internal and external audits and inquiries.
- Use structured feedback and optimization cycles to improve content lifecycles, operational efficiency, and marketing performance while meeting commercial and compliance requirements.

Essential Requirements:

- Bachelor ' s degree required, preferably in Business, Marketing, Digital Media, Computer Science, Engineering, Communications, or a related field.
- 5+ years of experience in the pharmaceutical/biotech industry and/or digital marketing operations, including product, marketing, or technology launch experience.
- At least 1 year of experience in management consulting, IT consulting, or analytics.
- Working knowledge of FDA and pharmaceutical advertising and promotion guidelines, with proficiency in medical, legal, and regulatory (MLR) review and approval processes.
- Deep understanding of advertising and creative development, digital channel requirements, and policies governing the digital ecosystem.
- Proficiency in MLR systems such as Veeva Vault PromoMats, Aprimo Marketing Cloud, or similar digital asset management (DAM), workflow, or channel execution applications, plus Microsoft Office and Adobe Acrobat.

- Strong project and process management skills, including applying Agile methodology, identifying and mitigating risks, and delivering results under tight deadlines.
- Demonstrated ability to lead cross-functional teams, challenge the status quo, engage stakeholders at all organizational levels including senior leaders, and facilitate consensus in a rapidly changing environment.
- Aptitude for developing emerging talent into leaders.

Desirable Requirements

- At least 2 years of functional experience in pharmaceutical/biotech marketing strategy, regulatory, marketing technology, marketing operations, IT, sales, or communications.
- Experience with digital advertising and creative development, Drupal, and/or Salesforce Marketing Cloud (SFMC).

Novartis Compensation Summary:

The salary for this position is expected to range between $160,300 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
Marketing

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: "kalturaplayer6ae2b9a756e52411662497", 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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