NOVARTIS

# Associate Director, Peer to Peer Marketing Delivery

Job ID
REQ-10090869

十月 29, 2026

USA

## 摘要

#LI- Hybrid

The Associate Director, Peer to Peer Marketing (known as Associate Director, HCP Education Delivery within Novartis), is a strategic marketing role within Integrated Marketing Organization of US Pharma. This position is dedicated to the consistent delivery of top-tier HCP education for Therapeutic Areas (TA)/Brands. Leveraging Novartis HCP Education capabilities and deep customer and TA/Brand in-sights, the role is designed to elevate peer to peer promotional activities and create a broad ecosystem of education. This role will also be the lead to create and execute educational experiences that not only inform and engage HCPs on DSE and unbranded education, but also foster confidence in appropriately selecting and prescribing Novartis products in line with marketing strategies.

This position will be located at East Hanover, NJ and will not have the ability to be located remotely. This position will require 20% travel as defined by the business (domestic and/ or international). Please note that this role would not provide relocation and only local candidates will be considered.

## About the Role

**Key Responsibilities:**

- Serve as a marketing point of contact across teams and functions, partnering closely with professional promotions marketing team, media, and digital team, medical, and sales leadership to effectively build and deliver HCP education that resonates with the marketing strategy and brand vision.
- Define and implement an impactful delivery of HCP education, utilizing marketing analytics to measure success and drive program enhancements.
- Identify and apply industry-leading best practices in peer-to-peer marketing, ensuring improved consistency and impact across HCP education initiatives.
- Share best practices across the HCP Education Delivery team, fostering a culture of marketing collaboration and brand consistency.
- Actively contribute to the development of the HCP experience roadmap and HCP Impact plan, integrating marketing campaigns with educational components to enhance HCP engagement.
- Partner effectively with HCP facing functions and teams, including the field, to achieve HCP education objectives and deliver an integrated education experience.
- Collaborate with the HCP Marketer and the Customer Engagement teams to support HCP Education and field communication and training activities, as appropriate, ensuring alignment with overall marketing campaigns.

**What You ' ll Bring to the Role**

Education: Bachelor's degree in a related field is required; Master of Science, and/or MBA preferred

Essential Requirements:

- A minimum of 5 years of commercial marketing experience, with a proven track record of building scalable HCP education programs. Alternatively, candidates with 2 years of marketing experience and completion of a postdoctoral fellowship at a major pharmaceutical company will also be considered.
- Demonstrated ability to communicate scientific data effectively to a variety of audiences.
- Experience in driving enterprise-wide initiatives that enhance the HCP experience and demonstrate measurable improvements.
- Proven project management skills, with the ability to lead and deliver multiple top-priority projects on time, within scope, and on budget. A strategic and analytical mindset is essential, as demonstrated by key projects or initiatives.
- Accomplished cross-functional leadership skills, with the ability to collaborate effectively with various teams and stakeholders.

Desirable Requirements:

- Multi-functional experience in Pharmaceutical or Healthcare
- Prior work within a center of excellence model, where consistent standards, best practices, and knowledge sharing were effectively implemented

**Novartis Compensation Summary:**

The salary for this position is expected to range between $152,600 and $283,400 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 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: "kalturaplayer6ae3be1b211a6256906751", 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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