NOVARTIS

Director, Theranostics Marketing Strategy - Radioligand Imaging

Job ID
REQ-10091410

十一月 09, 2026

USA

摘要

#LI-Hybrid

This position will be based in 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.

The Director, Marketing Strategy, Theranostics will be responsible for Novartis ' s Theranostics marketing strategy, positioning, and tactical execution with a focus on Radioligand Imaging (RLI). This role will work across Theranostics imaging portfolio to ensure cohesion and opportunity identification to ensure continued advancement in Novartis ' Theranostics leadership. This individual will report directly into the VP, Marketing Strategy for Theranostics and partnering closely with cross functional partners and IMO (Integrated Marketing Organization) partners to ensure that the Marketing Strategy are effectively orchestrated into customer campaigns, tactics and experiences.

About the Role

Key Responsibilities:

- Develop a cohesive and integrated marketing strategy for the RLI portfolio and drive execution
- Lead RLI commercial strategy and planning, translating the portfolio ambition into an integrated near-, mid-, and long-term marketing roadmap with clear priorities, investments, milestones, and measures of success
- Develop deep understanding of the market, customer, and theranostics ecosystem
- Lead targeted activation, developing and optimizing an integrated customer engagement approach across channels for RLI
- Play a key role in shaping near-term and long-term market development and category leadership
- Think outside the box to drive best in class marketing strategies that align to brand goals and maximize business results
- Interfaces effectively across key functions to achieve the product strategies and objectives
- Share and embed knowledge on best practices to engage customers and change behavior across the full brand lifecycle and drive behavior change

Essential requirements:

- Bachelor's degree in a related field is required; Master of Science, and/or MBA preferred
- Minimum of 7 years of experience in strategy, consulting and/or commercial marketing with multi-functional experience in diagnostics imaging, pharma or healthcare preferred, including demonstrated experience of leveraging data, analytics, and customer insights to drive behavior change at scale
- Experience in driving high performing brands/corporate strategy 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
- 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 experience with diagnostics imaging, oncology, or specialty treatments strongly 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:

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: "kalturaplayer6af2cff83bd00096062351", 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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