

Associate Director, Marketing Strategy - Immunology

Job ID

REQ-10037122

Jan 17, 2025

USA

Summary

The Associate Director, Marketing Strategy will focus on HCP marketing strategies supporting a Marketing Director and delivering key strategic analyses to prepare for the anticipated launch of a new medicine in immunology. This individual will work closely with the Director of Marketing Strategy and cross functional partners to ensure that the Marketing Strategy is effectively integrated into HCP/Patient-centric campaigns and experiences. Additionally, the role involves identifying, testing, validating, and executing creative concepts, creating lead assets for HCP promotions, and embedding best practices across marketers to improve impact and create communities of practice.

About the Role

Major accountabilities:

- Work effectively with the ED Marketing Strategy SPOC, Marketing Director(s), and the HCP/DTC Marketer(s) to develop a cohesive and integrated brand marketing strategy and campaign grounded in customer insight for growth brands and/or supporting HCP Marketer Director on this dual indication efforts
- Establish brand-specific HCP domain expertise, and create engaging brand centered content and concepts for adaption into personalized and tailored experiences
- Share and embed knowledge on best practices to engage HCPs and change behavior across the full brand lifecycle
- Implement best in class professional promotion and digital marketing strategies that align to brand goals and maximize business results
- Ensure digital plans are appropriately implemented and optimized.
- Foster a high performing team that proactively and effectively interfaces across key functions to achieve product strategies and objectives
- Support and deliver the HCP integrated plan for the brand to achieve the Product strategy and objectives; define resourcing required and managing the allocated budget for HCP team, collaborating effectively across strategic partners including TLLs, Congress Management, Customer Experience Planning and Optimization (CXP&O), NPS, Access, Communications, and Customer Engagement
- Drive excellence in developing the lead assets for HCPs through domain expertise to enable adaptation across the end-end experience, partnering closely with the CXP&O team

- Provide business requirements and input into selecting the agency (AoR) for brand marketing and partner with Operations to maximize agency relationship(s)
- Collaborate with General Management, CXP&O, TLLs and customer engagement teams and on integrated plan and lead asset(s), as appropriate

Essential Requirements:

- Education: Bachelor's degree in a related field is required
- Minimum of 5 years of experience in commercial Marketing with multi-functional experience in Pharmaceutical or Healthcare
- Minimum of 3 years of demonstrated experience of leveraging data, analytics, and customer in-sights to drive personalization at scale in the US Market
- Experience in supporting high performing brands in highly competitive categories within the US; recent launch experience for blockbuster specialty treatments preferred
- Strong cross-functional leadership and ability to collaborate effectively with various stakeholders and teams including Product, Communications, Legal, Regulatory, Compliance and Global
- Strong experience in digital, non-personal promotion, media, and social
- Excellent written and oral communication skills with the ability to effectively communicate complex ideas and information to a range of audiences and stakeholders
- Detail-oriented with the ability to manage multiple tasks, priorities and deadlines

Desirable Requirements:

- Immunology or other specialty therapeutic area experience
- Experience in digital strategies and capabilities development

This role is based in East Hanover, NJ and will not have the ability to be located remotely. Novartis is unable to offer relocation support for this role; please only apply if this location is accessible for you. This position will require 25% travel as defined by the business (domestic and/ or international).

The pay range for this position at commencement of employment is expected to be between \$145,600 and \$270,400/year; however, while salary ranges are effective from 1/1/25 through 12/31/25, fluctuations in the job market may necessitate adjustments to pay ranges during this period. Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills and abilities. The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units, and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans will be provided if an employee receives an offer of employment. If hired, employee will be in an "at-will position" and the Company reserves the right to modify base salary (as well as any other discretionary payment or compensation program) at any time, including for reasons related to individual performance, Company or individual department/team performance, and market factors.

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>

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up:
<https://talentnetwork.novartis.com/network>

Benefits and Rewards: Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

EEO Statement:

The Novartis Group of Companies are Equal Opportunity Employers who are focused on building and advancing a culture of inclusion that values and celebrates individual differences, uniqueness, backgrounds and perspectives. 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. We are committed to fostering a diverse and inclusive workplace that reflects the world around us and connects us to the patients, customers and communities we serve.

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.

Division

US

Business Unit

Innovative Medicines

Location

USA

State

New Jersey

Site

East Hanover

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

[Apply to Job](#)

Job ID
REQ-10037122

Associate Director, Marketing Strategy - Immunology

[Apply to Job](#)

Source URL: <https://prod1.adacap.com/careers/career-search/job/details/req-10037122-associate-director-marketing-strategy-immunology>

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://talentnetwork.novartis.com/network>
3. <https://www.novartis.com/careers/benefits-rewards>
4. <mailto:us.reasonableaccommodations@novartis.com>
5. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/East-Hanover/Associate-Director--Marketing-Strategy---Immunology_REQ-10037122-2
6. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/East-Hanover/Associate-Director--Marketing-Strategy---Immunology_REQ-10037122-2