

# Associate Director, Experience Personalization & Optimization

Job ID  
REQ-10022558  
Sep 27, 2024  
USA

## Summary

The Associate Director, Experience Personalization & Optimization will be responsible for delivering an integrated, omnichannel customer experience for specific brand(s) within the Integrated Marketing and Customer Experience, US Innovative Medicines organization. This role will report into the Director, Integrated Experience Planner and be charged with defining and delivering a personalized, targeted, and enhanced way of reaching and engaging customers across channels to drive behavior change.

Location: The ideal location for this role is East Hanover, NJ site but remote work may be possible (there may be some restrictions based on legal entity). Please note that this role would not provide relocation as a result. If associate is remote, all home office expenses and any travel/lodging to specific NJ site for periodic live meetings will be at the employee's expense. The expectation of working hours and travel (domestic and/or international) will be defined by the hiring manager. This position will require some travel.

## About the Role

### Major accountabilities:

- Partner with Integrated Customer Experience & Optimization Planners and Marketing Strategy leads to translate brand-specific and customer-centric concepts into personalized campaigns across multiple channels for specific brand(s)
- Deliver cohesive and coordinated campaigns and tactics across all touchpoints (digital and physical)
- Apply data and insights to optimize and continuously improve the customer experience in service of achieving the defined brand(s) product strategy; analytic acumen is preferred
- Partner with cross-functional Novartis stakeholders to effectively plan and deliver cohesive HCP and patient experiences across channels for the assigned brand; this includes team members from Marketing Strategy, Novartis Patient Support, PR/Comms, Data Insights and Analytics, Medical as appropriate
- Architect and deliver human-centered experiences that solve a specific customer need, while also having sufficient technical expertise to understand choices and trade-offs across channels to deliver the best possible experience
- Consistently and effectively apply channel and communications planning best practices; apply audience journey insights to drive channel selection and set communication priorities
- Design and deliver programs and experiences that are on time and on budget across customer touchpoints

### Minimum Requirements:

- Bachelor's degree in related field is required
- Master of Science and/or MBA preferred
- Minimum of 5 years of experience in leading and developing communication or marketing strategy in a regulated industry
- Multi-functional experience in Pharmaceutical, Healthcare or Consumer Packaged Goods, preferred
- 5 years of experience of successfully architecting, delivering, and managing an integrated, omnichannel customer experience across HCPs, patients or both
- 5 years of demonstrated experience in utilizing data, insights, behaviors, and analytics to optimize customer experiences
- Ability to identify opportunities and drive solutions to create an orchestrated Customer Experience to create experiences that matter
- Ability to work in a collaborative environment, working closely with research, content, and data specialists to diagnose and solve client business challenges and audience pain points or opportunities for marketing
- Comfort with a high level of collaborative development with cross-functional team of marketers across the Novartis Product, Marketing, Data Insights and Analytics, PR/Comms and agency teams, able to manage and develop relationships and help frame conversations and work on a collective goal of effective experiences.
- Experience with media and content testing to analyze effectiveness of integrated communications in HCP or DTC category marketing and/or similar experience in designing and delivering marketing campaigns
- Strong cross-functional leadership and ability to collaborate effectively with various stakeholders and teams including Communications, Legal, Regulatory, Compliance and IT

The pay range for this position at commencement of employment is expected to be between \$158,400.00 and \$237,600.00 per year; however, while salary ranges are effective from 1/1/24 through 12/31/24, 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>

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#### **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](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.

Division

US

Business Unit

Innovative Medicines

Location

USA

Site

East Hanover

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Alternative Location 1

Distant Employee - Distant Working Arrangement (DWA) (USA), USA

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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