

# Associate Director, Digital Analytics - HQ based - East Hanover, NJ

Job ID  
REQ-10024567  
Oct 09, 2024  
USA

## Summary

Our number 1 priority is to serve people, communities and patients by pioneering patient access to better healthcare. It's our purpose that drives us; that inspires us; that challenges us. And that's why we will never give up !

At Novartis, we are reimagining medicine to address some of society's most challenging healthcare issues. We discover and develop breakthrough treatments and find new ways to deliver them to as many people as possible. We believe the answers are found when curious, courageous and collaborative people like you are brought together in an inspiring environment. Where you are given opportunities to explore the power of digital and data. And where you're surrounded by people who share your determination to tackle the world's toughest medical challenges.

The Associate Director, Digital Analytics will be primarily responsible for building and enhancing US digital marketing analytics capabilities. This role will be foundational in creating a new campaign measurement framework, standardizing best practices, and developing new, innovative analytics capabilities for Novartis. This leader will bring their extensive knowledge of the digital ecosystem coupled with data science expertise to improve the effectiveness & efficiency of our digital marketing investments

This opportunity is located at the Novartis East Hanover (NJ) site and will not have the ability to be located remotely.

Your Responsibilities include but not limited to:

- Work in close collaboration Marketing Strategy and Customer Experience teams to improve the digital analytics capability within Integrated Marketing
- Establish comprehensive measurement frameworks for media, creative assets, CRM, websites, and digital health solutions considering both diagnostic and outcome metrics
- Develop a digital analytics playbook to standardize the in-market optimization process across brands
- Drive the development of actionable KPI dashboards with clear alignment to business goals
- Design A/B and other digital experimentation to quickly achieve key learning objectives
- Design & conduct innovative digital health solution measurement considering all aspects of both short & long term value to both patients & HCPs
- Ongoing assessment of innovation in the digital analytics landscape and potential opportunities for Novartis
- Coach and develop team members on both digital analytics & data storytelling
- Is forward-thinking and can identify the next great breakthrough idea; is creative, a visionary, and can manage innovation; is an effective strategist full of ideas and possibilities; sees multiple futures; has broad interests

and knowledge; can both create and bring exciting ideas to market; comfortable speculating about alternative futures without all of the data.

## About the Role

Minimum requirements :

### What you'll bring to this role

- Minimum 5 years of experience in digital analytics
- Minimum 7 years' experience using data & analytics to support business decisions
- Deep knowledge of digital media buying ecosystem across programmatic, search, social, etc
- Hands on experiences with web analytics including A/B testing (Google, Adobe, etc)
- Solid understanding of database structures, data wrangling, cleansing, and manipulation
- Project management experience and ability to manage multiple projects while consistently meeting deadlines
  
- Demonstrated experience in requirement collection and translation, and solution delivery to meet those requirements
- Must be curious with an openness to new thinking balanced with realistic business needs
- Proven self-starter with high standards of excellence and an innovative mind
- Demonstrated leadership skills and ability to coach and manage team members
- Ability to manage for results under ambiguity
- Strong interpersonal, communication, and analytical skills
- Experience synthesizing information to develop recommendations and communicate clearly to influence and negotiate based on recommendations
- Excels at interacting with a diverse group of people, all levels of management, including senior leadership

The pay range for this position at commencement of employment is expected to be between \$166,400 and \$249,600/per year; however, base pay offered may vary depending on multiple individualized factors, including market location, job-related knowledge, skills, and experience. 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.

Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here: <https://talentnetwork.novartis.com/network>

**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](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

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

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6. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/East-Hanover/Associate-Director--Digital-Analytics---HQ-based---East-Hanover--NJ\\_REQ-10024567-1](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/East-Hanover/Associate-Director--Digital-Analytics---HQ-based---East-Hanover--NJ_REQ-10024567-1)