

Associate Director, Marketing Strategist - Immunology

Job ID
REQ-10025215
Oct 16, 2024
USA

Summary

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.

The Associate Director, Marketing Strategist will be responsible for defining the Patient and HCP marketing strategy for a brand(s) and/or supporting a Marketer Director on this for a brand(s), including the delivery of key strategic analyses and outputs to inform customer experience planning and execution within the Integrated Marketing & Customer Experience, US Organization. This individual will report directly into an Executive Director, Senior Marketing Strategist that oversees a brand(s), partnering closely with this Lead, along with the HCP Marketers, Patient Marketing Best Practice Lead, and other strategic partners, to ensure that the HCP and Patient Marketing Strategy and concepts are effectively orchestrated into Customer-centric campaigns, tactics and experiences. The Marketer will be responsible for identifying, testing, and validating creative concepts and messaging architecture, and creating the lead assets for HCPs and Patients. This role will identify, share and embed best practices across the Marketers to improve impact and create communities of practice on effective and impactful marketing.

Major Accountabilities

- Work effectively with the Executive Director, Senior Marketing Strategist and the Marketing Directors for HCP and Patient, to develop a cohesive and integrated brand marketing strategy and campaign grounded in customer insight for growth brands and/or be involved understanding and interpretation of insights, strategy development, execution and impact tracking for a launch brand
- Establish brand-relevant behavior-based strategies, create engaging and relevant content and concepts for adaption into personalized and tailored experiences
- Share and embed knowledge on best practices to engage Patients and 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 the product strategies and objectives
- Support and deliver the Patient integrated plan for the brand to achieve the Product strategy and objectives;

define resourcing required and managing the allocated budget for Patient and HCP, collaborating effectively across strategic partners including Novartis Patient Support and Communications and Engagement

- Drive excellence in developing the assets and ensure a holistic ecosystem of channels that deliver impact and engagement to enable adaption across the end-end experience, partnering closely with the Customer Experience Planning and Optimization team
- Drive the understanding of market conditions and competitive readiness.
- Provide business requirements and input into selecting the agency (AoR) for brand marketing and partner with Operations to maximize agency relationships.
- Collaborate with Product and Global teams on integrated plan and lead asset(s), as appropriate

Ethics and Compliance

- Work within Ethics, Risk and Compliance policies and procedures and ensure those around him/her do the same
- Work to ensure a diverse and inclusive environment free from all forms of discrimination and harassment

About the Role

Education (minimum/desirable):

Bachelor's degree in related field is required; Master of

Science and/or MBA preferred

Experience:

- Minimum of 5 years of experience in commercial Marketing with multi-functional experience in Pharmaceutical or Healthcare preferred. Experience in consumer packaged goods a plus.
- Minimum of 3 years of demonstrated experience of leveraging data, analytics, and customer insights to drive personalization at scale in the US Market
- Experience supporting a new function
- Experience in supporting high performing brands in highly competitive categories within the US; recent launch experience for blockbuster specialty treatments preferred.
- Transformational Leader with strategic experiences to transform the business into next generation engagement
- Strong cross-functional leadership and ability to collaborate effectively with various stakeholders and teams including Product, Communications, Legal, Regulatory, Compliance and Global
- 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

The pay range for this position at commencement of employment is expected to be between \$158,400 and \$237,600/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.

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?
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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>

Commitment to Diversity & Inclusion: The Novartis Group of Companies are Equal Opportunity Employers and take pride in maintaining a diverse environment. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, gender, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status. We are committed to building diverse teams, representative of the patients and communities we serve, and we strive to create.

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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

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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