

Associate Director, HCP Marketing Strategy

Job ID
REQ-10051798
Jun 11, 2025
USA

Summary

- Develop and drive the execution of brand marketing plans with the objective of maximizing market share and revenue growth in the market.
- This individual will report directly to the Director of Marketing Strategy and partner closely with the patients and P2P Marketers.
- This Marketer will be responsible for identifying, testing, and validating HCP creative concepts and messaging architecture, and creating the lead assets for HCPs, including the CVA and other assets.

About the Role

Key Responsibilities:

- Support with high quality marketing input from the market and implement tactical plans / projects to maximize the value of the brand(s) through life cycle management -To ensure the long-term presence of products portfolio at the pharmaceutical market accordance with the strategic goals.
- Identify the most effective market segments to promote products, the most promising target.
- Studying medical and marketing information on products of the company to define their benefits, market share, positioning relative to target groups of competitors, marketing promotion strategy in accordance with defined target groups.
- To study the socio-demographic characteristics of consumers, their needs, criteria and attitudes consumption patterns of strategic products.
- To plan product promotion tactics, develop the scheme, forms, methods and technology of promotion (action plan, media plan), to implement the terms of the financial discipline in accordance with budget.
- Prioritize resources and activities towards excellence and establish the appropriate processes and KPIs to execute and track, reporting progress and insights regularly to key stakeholders involved.
- Guarantee the same approach among the Customer Marketing team.
- Support Marketing Director in building the annual budget and in management of the monthly financial forecasting of total investments -Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt -Distribution of marketing samples (where applicable)

Essential Requirements:

Education: Bachelor's degree in a related field is required; Master of Science, and/or MBA preferred

Work Experience:

- Minimum of 5 years of experience in commercial Marketing with multi-functional experience in

Pharmaceutical or Healthcare preferred.

- Experience in marketing 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, Medical, IDS, Legal, Regulatory and Compliance.
- 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 \$145,600.00 and \$270,400.00 a 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:

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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.

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