

# Associate Director, Market Research & Insights

Job ID  
REQ-10055340  
Jul 03, 2025  
Ireland

## Summary

#LI-Hybrid

Location: Dublin, Ireland

Relocation Support: This role is based in Dublin, Ireland. Novartis is unable to offer relocation support: please only apply if accessible.

Step into a role where your insights shape global strategy. As Associate Director, Market Research, you'll be at the heart of international commercial and launch planning—translating complex data into actionable strategies that elevate brand performance and customer engagement across diverse markets. This is your opportunity to lead high-impact research, collaborate with cross-functional teams, and influence decisions that matter on a global scale.

## About the Role

### Major Accountabilities:

- Lead end-to-end international market research projects, from scoping to insight delivery and stakeholder alignment
- Translate complex business questions into clear, actionable research objectives and methodologies
- Collaborate cross-functionally to ensure research aligns with commercial, medical, and access strategies
- Manage external vendors, ensuring compliance with internal policies and global data privacy regulations
- Synthesize research findings into compelling narratives and strategic recommendations for senior leadership
- Champion innovation in research design, tools, and storytelling within the Integrated Insights team
- Mentor junior team members and foster a culture of curiosity, collaboration, and excellence
- Communicate insights effectively through impactful presentations, reports, and visual storytelling

### Requirements:

- Bachelor's degree in Life Sciences, Business, Economics, or Market Research; advanced degree strongly preferred
- Minimum 7 years of experience in market research or insights, ideally within the pharmaceutical or healthcare sector
- Proven track record managing international research projects across diverse cultural contexts
- Strong knowledge of both primary and secondary research methodologies
- Ability to apply behavioral science principles to understand and influence stakeholder behaviors
- Skilled in analyzing competitive intelligence and market dynamics to inform strategic decisions
- Excellent communication and storytelling skills to influence senior stakeholders

- Familiarity with compliance standards in market research, including transparency and adverse event reporting

### **Commitment to Diversity & Inclusion:**

*We are committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.*

### **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>

**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>

Division

International

Business Unit

Universal Hierarchy Node

Location

Ireland

Site

Dublin (NOCC)

Company / Legal Entity

IE02 (FCRS = IE002) Novartis Ireland Ltd

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

[Apply to Job](#)

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

Job ID  
REQ-10055340

## Associate Director, Market Research & Insights

[Apply to Job](#)

---

**Source URL:** <https://prod1.id.novartis.com/id-en/careers/career-search/job/details/req-10055340-associate-director-market-research-insights>

### List of links present in page

1. <https://www.novartis.com/careers/benefits-rewards>
2. <https://www.novartis.com/about/strategy/people-and-culture>
3. <https://talentnetwork.novartis.com/network>
4. <https://www.novartis.com/careers/benefits-rewards>
5. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Dublin-NOCC/Associate-Director--Market-Research---Insights\\_REQ-10055340-2](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Dublin-NOCC/Associate-Director--Market-Research---Insights_REQ-10055340-2)
6. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Dublin-NOCC/Associate-Director--Market-Research---Insights\\_REQ-10055340-2](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Dublin-NOCC/Associate-Director--Market-Research---Insights_REQ-10055340-2)