

# Director, Marketing Strategy

Job ID  
REQ-10015594  
Jul 19, 2024  
USA

## Summary

The Director, Marketing Strategist, will be responsible for strategic planning, implementation, and execution of marketing strategy, marketing mix, and operational plans for a specific brand(s) and will either report directly to a Senior Marketing Strategy Lead or into the Head of Marketing Strategy (if they are supporting a product that has achieved brand max). As a master of several marketing domains, this individual will closely partner with cross-functional and extended team members to translate product strategy into customer-centric concepts, deliver on key business objectives and priorities and establish brand positioning. This role will also be responsible for interfacing and maintaining effective relationships with Product team counter-parts, as well as the Customer Experience Planning and Optimization team to ensure that the marketing strategy and concepts are effectively orchestrated into customer-centric campaigns, tactics, and experiences.

## About the Role

### Major Accountabilities

- Lead development and oversee execution of the marketing strategy, priorities, and activities across all segments or channels within a given vertical
- Provide strategic direction to peers and team members to inform and drive brand growth, including making trade-off decisions and recommending priority activities and investment based on commercial value
- Ensure appropriate market analysis and competitive benchmarking is conducted to inform marketing programs and tactics
- Partner with Patient & HCP marketers to drive excellence in developing the lead as-set for HCP (e.g., CVA) and patient (e.g., TV ad)
- Partner with Senior Marketing Strategy Lead on the management of brand lifecycle planning, long-range financial planning, and financial forecasting requirements
- Support the development of the marketing strategy, priorities, and activities for one or more segments or channels; drive and measure brand performance; and effectively drive customer engagement across multiple stakeholders that are core to brand success
- Support alignment and coordination of field strategy with Customer Engagement
- Maintains appropriate and efficient relationships with agency partners to ensure execution towards objectives
- Execute or advise on execution of marketing strategies and tactics by channel / stakeholder aligned with the marketing strategic imperatives and grounded in insights
- Leverage experience and expertise to build brand-specific end to end HCP and patient domain expertise, to inform the go to market approach that drives customer (HCP and patient) behaviour change and market performance
- Build an extensive internal and/or external network, to facilitate achievement of objectives in own part of

organization, while share and incorporating knowledge on best practices to inform the integrated marketing strategy

- Contribute to a high performing team culture that proactively and effectively interfaces between the pillars and key functions
- Ensure an integrated patient & HCP strategy is defined and delivered for the brand that will achieve the Product strategy and objectives; including resourcing required and budget and select the agency (AoR) for marketing and partnering with Operations to maximize agency relationship(s)

Collaborate with Global on strategic initiatives and brand issues, aligning with Global, as appropriate, on global marketing strategies

- Make efficient appropriate strategic and tactical decisions when established protocol is not conclusive

**Education (minimum/desirable):**

Undergraduate required; ideally additional advanced education (MBA or certificates) preferred in related field

**Experience:**

- Minimum of 8 years of directly related business experience in commercial Marketing in a regulated industry.
- Experience in Pharmaceutical, Healthcare or Consumer Packaged Goods, preferred
- 3+ years' experience in cross - functional areas such as; Marketing, Sales, Market Access, and/or Patient services.
- Experience in driving high performing brands in highly competitive categories within the US; recent launch experience for blockbuster specialty treatments preferred
- Demonstrated experience in utilizing data, insights, analytics, and behaviors into optimizing marketing performance and outcomes.
- Understanding complex brands within a specialty distribution
- Understanding and ability to navigate regulatory, compliance and legal environment to launch new programs

Strong cross-functional leadership and ability to collaborate effectively with various stakeholders and teams including Product, Communications, Legal, Regulatory, Compliance and Global

- Track record of attracting and developing talent and building high performing teams

**Preferred:**

- Therapeutic Experience, highly preferred
- Experience in all aspects of marketing across the product lifecycle (launch, mature, LOE) preferred

The pay range for this position at commencement of employment is expected to be between \$212,000.00 and \$318,000.00 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>

**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>

### **EEO Statement:**

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 an inclusive workplace that cultivates bold innovation through collaboration and empowers our people to unleash their full potential.

### **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

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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