

Director, HCP Marketing Oncology PNH

Job ID
REQ-10043172
Mar 14, 2025
USA

Summary

The location for this role is East Hanover, NJ.

About the Role

The Integrated Marketing Organization, within our US Pharmaceuticals division, is instrumental in driving brand and Marketing strategies, leveraging a cross-functional suite of peers to orchestrate communications and campaigns for optimal impact across key customer audiences and partnering with communications and campaigns for optimal impact across key customer audiences. Partnering with peers in the Product and Customer Engagement Organizations, this team is adept at identifying synergies, enabling business-critical transformation, and modeling what it looks like to be curious, inspired, and unbossed. Each day, the marketing organization collaborates and innovates to get more medicines faster into the hands of the people who need them most.

Job Purpose:

The Director of HCP Marketing, PNH, will lead the HCP Marketing Strategy for PNH within the Novartis US Integrated Marketing Strategy team. The Marketing Director will define the HCP marketing strategy, including delivering key strategic analyses and outputs to inform customer experience planning and execution within the Integrated Marketing Organization. This individual will report directly to the Executive Director, Marketing Strategy Lead. The incumbent will partner closely with Patient Marketing, P2P Marketing, NPP Marketing, eBC HCP Marketing, and other cross-functional partners to create a robust insight-based HCP functional Strategy, ensuring concepts are effectively orchestrated into HCP-centric campaigns, tactics, and experiences.

The HCP Marketer will be responsible for identifying, testing, and validating HCP creative concepts and messaging architecture, and creating the lead message platforms and campaigns for HCPs, including the CVA (core visual aid). This role will also be accountable for partnering across the Integrated Marketing Organization and Product Strategy Team to set field strategy as part of the integrated HCP marketing plan and serve as a key interface with the Customer Engagement training and field leadership teams.

This role will identify, share, and embed best practices across the HCP Marketers to improve impact and create communities of practice on effective and impactful HCP marketing, supporting a consistent approach across the enterprise.

Your responsibilities will include, but are not limited to:

- Work effectively with the Marketing Strategy Lead and the Patient Marketer to develop a cohesive and integrated marketing strategy and campaign, grounded in customer insight
- Ability to work across highly complex brands and provide strategic direction on HCP to the Marketing

Lead

- Establish brand-specific HCP domain expertise, and create engaging brand-centered content and concepts for adaption into personalized and tailored experiences
- Ability to translate in market data signals to actions that lead to behavior change
- Foster a high performing team that proactively and effectively interfaces across key functions to achieve the product strategies and objectives
- Define and deliver the brand's HCP integrated plan to achieve the Product strategy and objectives; define resourcing required and manage the allocated budget for HCP
- Drive excellence in developing assets for HCP to enable adaptation across the end-end experience, partnering closely with the Customer Experience Planning team
- Drive best in class digital marketing strategies that align to brand goals and maximize business results and ensure digital plans are appropriately implemented and optimized.
- Collaborate with Product Strategy and Global / IMI teams on integrated strategy, plan, and asset(s), as appropriate
- Share and embed knowledge on best practices to engage HCPs and change behavior across the full brand lifecycle and drive behavior change

What you'll bring to the role:

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

Experience:

- Minimum of 7 years of experience in commercial Marketing with multi-functional experience in Pharma or Healthcare. Candidates with experience across one or more functions will be prioritized. These include but are not limited to: HCP, consumer/DTC, NPP, Market Access, CXP&O, P2P/congresses.
- Given the size, scope and complexity of this role, candidates with director level experience are strongly preferred.
- Experience in driving high performing brands in highly competitive categories within the US; recent launch experience for oncology or specialty treatments strongly preferred
- Minimum of 5 years of demonstrated experience of leveraging data, analytics, and customer insights to drive personalization at scale
- Demonstrated ability to build strong business collaborative relationships with various stakeholders and work effectively on a team
- Transformational Leader with strategic experiences to transform the business into next generation engagement
- Track record of fostering high performing teams
- Excellent written and oral communication skills with the ability to effectively communicate complex ideas and information to a range of audiences and stakeholders
- Ability to develop and deliver resources / programs / tactics on time, on scope, on budget, with strong financial acumen
- 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 \$185,500.00 and \$344,500.00 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.

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You’ll Receive: You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. <https://www.novartis.com/careers/benefits-rewards>

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Division

US

Business Unit

Innovative Medicines

Location

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State
New Jersey
Site
East Hanover
Company / Legal Entity
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Functional Area
Marketing
Job Type
Full time
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Regular
Shift Work
No
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