

# Executive Director, Senior Marketing Strategist (3 openings)

Job ID  
REQ-10015593  
Jul 18, 2024  
Estados Unidos

## Resumen

The Executive Director, Marketing Strategist will be responsible for crafting and applying a consistent marketing approach to their aligned brand(s), reporting directly into the Head of Marketing Strategy (or a VP level Marketing Strategist). As an internally and externally recognized authority in multiple marketing domains, this individual will serve as the Single Point of Contact (SPOC) and primary interface for Integrated Marketing with the Product GMs. This individual will partner closely with the Product GM to translate product strategy into customer-centric concepts that deliver on key business objectives and priorities, while establishing brand positioning, marketing strategy, and the go-to-market approach.

## About the Role

This role will also be responsible for establishing effective relationships with 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. This individual will be required to make efficient strategic decisions, sometimes in collaboration with executive leadership often in ambiguity to drive and lead marketing strategy.

- Primary contact with Product GM to drive seamless alignment and consistency between the Product and Marketing functions in service of achieving the defined Product strategy and objectives across the Integrated Marketing and Customer Experience Operations function
- Identify and embed brand-specific end-to-end HCP and patient domain expertise, to inform the go to market approach that drives customer (HCP and patient) behavior change and market performance
- Directly manage and oversee Patient & HCP marketers to drive excellence in developing the lead asset for HCP (e.g., CVA) and patient (e.g., TV ad)
- Share and incorporate knowledge on best practices to inform the integrated marketing strategy, while solving for complex problems often in ambiguity
- Oversee development of 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
- Oversee field strategy alignment and coordination with Customer Engagement
- Influence while contributing 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

- Oversee agency (AoR) selection for marketing and partnering with Operations to maximize agency relationship(s)
- Collaborate with Product and Global teams as appropriate on integrated plan and lead asset(s)
- Manage team members (as assigned) and foster team development

**What you will bring to the role:**

Education (minimum/desirable):  
Bachelor's Degree, preferred MBA

**Required:**

- 10+ years in pharmaceutical, biotech, healthcare, or healthcare consulting industry inclusive of at least 2 different types of cross-functional roles/experience
- 3+ years of direct responsibility for large budget management inclusive of owning key product trade-off decisions
- 3+ years leading and translating an integrated product strategy
- US Market, launch and product lifecycle stages experience, OR, General Manager experience in other countries

**Preferred:**

- Therapeutic Area experience
- US experience strongly preferred
- Global or other country / region experience (Projects or full time roles or temporary roles for 6 months or more)

The pay range for this position at commencement of employment is expected to be between \$233,600.00 and \$350,400.00 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>

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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.

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Sitio

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U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area

Márketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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