

# Associate Director, Marketing Strategist - DTC

Job ID  
REQ-10032280  
déc 05, 2024  
Etats-Unis

## Résumé

The Associate Director - Dermatology Marketing Strategist will focus on DTC marketing strategies supporting a Marketing Director and delivering key strategic analyses. This individual will work closely with the Director of Marketing Strategy and cross functional partners to ensure that the Marketing Strategy is effectively integrated into HCP/Patient-centric campaigns and experiences. Additionally, the role involves identifying, testing, validating, and executing creative concepts, creating lead assets for DTC efforts, and embedding best practices across marketers to improve impact and create communities of practice.

#LI-Hybrid

## About the Role

### Key Responsibilities:

- Work effectively with the ED Marketing Strategy SPOC, Marketing Director(s), and the HCP Marketer(s) to develop a cohesive and integrated brand marketing strategy and campaign grounded in patient insight for growth brands and/or supporting a Patient Marketer Director for the Hidradenitis Suppurativa indication
- Establish brand-specific Patient domain expertise, and create engaging brand centered content and concepts for adaption into personalized and tailored experiences
- Share and embed knowledge on best practices to engage Patients and change behavior across the full brand lifecycle
- Implement best in class digital marketing strategies that align to brand goals and maximize business results.
- Foster a high performing team that proactively and effectively interfaces across key functions to achieve the product strategies and objectives
- Support and deliver the Patient integrated plan for the brand to achieve the Product strategy and objectives; define resourcing required and managing the allocated budget for Patient, collaborating effectively across strategic partners including PSS and Communications and Engagement
- Drive excellence in developing the lead asset for Patient (e.g., patient brochure/digital/social ad) through domain expertise to enable adaptation across the end-end experience, partnering closely with the Customer Experience Planning and Optimization team
- Provide business requirements and input into selecting the agency (AoR) for brand marketing (Patient) and partner with Operations to maximize agency relationship(s)
- Collaborate with Product teams and CE team on integrated plan and lead asset(s), as appropriate

This role is based in East Hanover, NJ and will not have the ability to be located remotely. Novartis is unable

to offer relocation support for this role; please only apply if this location is accessible for you. This position will require 25% travel as defined by the business (domestic and/or international).

### **Essential Requirements:**

- Education: Bachelor's degree in a related field is required
- Minimum of 5 years of experience in commercial Marketing with multi-functional experience in Pharmaceutical or Healthcare
- Minimum of 3 years of demonstrated experience of leveraging data, analytics, and customer insights to drive personalization at scale in the US Market
- Experience in supporting high performing brands in highly competitive categories within the US; recent launch experience for blockbuster specialty treatments preferred
- Strong cross-functional leadership and ability to collaborate effectively with various stakeholders and teams including Product, Communications, Legal, Regulatory, Compliance and Global
- Relevant experience in digital, non-personal promotion, media, and social
- 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

### **Desirable Requirements:**

- Dermatology or Immunology therapeutic area experience
- Experience in digital strategies and capabilities development

**Commitment to Diversity & Inclusion:** Novartis is committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

The pay range for this position at commencement of employment is expected to be between \$158,400 and \$237,600/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>

**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:**

The Novartis Group of Companies are Equal Opportunity Employers who are focused on building and advancing a culture of inclusion that values and celebrates individual differences, uniqueness, backgrounds and perspectives. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status. We are committed to fostering a diverse and inclusive workplace that reflects the world around us and connects us to the patients, customers and communities we serve.

## **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

Emplacement

Etats-Unis

État

New Jersey

Site

East Hanover

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area

Commercialisation

Job Type

Full time

Employment Type

Regular

Shift Work

No

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