

Director, RLT Patient Marketing

Job ID
REQ-10030776

11月 25, 2024

USA

摘要

This position will be located at the East Hanover, NJ site and will not have the ability to be located remotely. This position will require up to 20% travel as defined by the business (domestic and/ or international).

About the Role

The Integrated Marketing Organization within our US Pharmaceuticals division is instrumental in driving both brand and Marketing strategies, leveraging a cross-functional suite of peers to orchestrate communications and campaigns for optimal impact across key customer audiences. 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 will collaborate and innovate to get more medicines faster into the hands of the people that need them most.

Job Purpose:

The Director, RLT Patient Marketing will be responsible for leading RLT DTC efforts within Novartis US Integrated Marketing Strategy team. The Marketing Director will be responsible for defining the patient marketing strategy including the delivery of key strategic analyses and outputs to inform customer experience planning and execution within the Integrated Marketing Organization. This individual will report directly into the Marketing Strategy Lead for RLT, partnering closely with this Lead, along with HCP Marketers, P2P Marketer, NPP Marketer, and other cross-functional partners, to ensure creation of robust insight-based Patient Marketing Strategy and concepts are effectively orchestrated into Patient-centric campaigns, tactics and experiences.

The Patient Marketer will be responsible for identifying, testing, and validating Patient creative concepts and messaging architecture, and creating the lead message platforms and campaigns for patients. This role will also be accountable to lead the RLT patient marketing team. This role will identify, share, and embed best practices across the patient Marketers to improve impact and create communities of practice on effective and impactful patient 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 DTC Marketers 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 DTC work to the Marketing Lead
- Establish brand-specific DTC 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 DTC integrated plan to achieve the Product strategy and objectives; define resourcing required and manage the allocated budget for DTC
- Drive excellence in developing assets for DTC 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 on integrated strategy, plan, and asset(s) as appropriate
- Share and embed knowledge on best practices to engage patients and change behavior across the full brand lifecycle and drive behavior change.

Minimum requirements:

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 preferred
- Experience in driving high performing brands in highly competitive categories within the US; recent launch experience for oncology / prostate cancer / 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 \$212,000.00 and \$318,000.00 a 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: Our purpose is to reimagine medicine to improve and extend people’s lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

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>

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.

Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here: <https://talentnetwork.novartis.com/network>

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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 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.

部门
US

Business Unit
Innovative Medicines

地点
USA

站点
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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