

## Associate Director, Media Data Activation

Job ID  
REQ-10045348

4月 03, 2025

USA

### 摘要

The ideal location for this role is the East Hanover, NJ site but remote work may be possible (there may be some restrictions based on legal entity). Please note that this role would not provide relocation as a result. If associate is remote, all home office expenses and any travel/lodging to specific East Hanover, NJ site for periodic live meetings will be at the employee's expense. The expectation of working hours and travel (domestic and/or international) will be defined by the hiring manager. This position will require up to 20% travel.

### About the Role

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The Media Data Activation, Associate Director will both administer and enhance media data capabilities while continuously improving our use of media data for targeting and measurement. This role involves collaborating with internal and external partners to drive our approach to cross-channel data activation for both HCP and DTC campaigns with the end goal of improving ROI and future proofing the business. This role will also maintain and enhance our compliance amidst a dynamic and ever-changing climate of data privacy policy.

The Media Data Activation, Associate Director will report to the Executive Director, Head of Media COE.

#### Key Responsibilities:

- Enhance media data capabilities to ensure data integrity and availability.
- Utilize data to refine and improve targeting and measurement techniques with a specific focus on enhancing techniques for targeting and measurement to improve ROI.
- Collaborate with internal teams (e.g., CXP&O, Marketing Strategy, Finance, IDS) and external partners to develop data-driven strategies. Support the execution of cross-channel marketing campaigns for both HCP and DTC initiatives.
- Ensure compliance with data privacy policies and regulations in collaboration with Legal and Strategic Sourcing and maintain up-to-date knowledge of data privacy policies
- Manage and oversee the data partner activation budget and relationships with key partners (e.g., Live Ramp, Double Verify, BioPharm, Doximity, Epocrates, Medscape, PatientPoint/HCP365, Phreesia).
  
- Establish planning processes and communication cadences to embed media data activation best practices across the organization
- Proactively identify opportunities to future-proof media data strategies against changing business climates.
  
- Work with the IDS team to develop data capture and management strategies to support consistent measurement approaches across the IM US portfolio.
- Lead data audits and ensure appropriate data usage agreements are in place.
- Develop, manage, and innovate media guidelines to reflect the evolving media landscape. Stay current with industry trends, digital platforms, and regulatory guidelines to drive media innovation.

#### Essential Requirements:

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

#### Experience:

- Minimum of 6 years of experience as a data lead with strong 1P and 3P data fluency.

- Minimum of 6 years of experience in commercial Media/Marketing with demonstrated experience in leading media planning, buying, and investment strategy across all media channels.
- Minimum of 6 years of experience in assessing, implementing, and leading new data-driven buying and planning models to drive optimal media channel investment decisions.
- Minimum of 6 years of demonstrated experience integrating media within MarTech platforms.
- Multi-functional experience in agency, pharmaceutical or healthcare.
- Advanced skills in budget management, communications, and leadership and execution of objectives critical to organizational success.
- Demonstrated business expertise and knowledge (business acumen) and the ability to consult internally and/or externally. Ability to build relationships, collaborate and influence across a matrix organization.
- Demonstrated prioritization, organizational, analytical and Data Activation skills as well as the ability to conceptualize more complex issues and work on complex processes, procedures, or solutions.
- Demonstrated experience in working with others to achieve organizational objectives including the ability to anticipate and adapt, own and or/work group tactics to support changing business needs.

#### Desirable Requirements:

- Understanding of salesforce data marketing

Novartis Compensation and Benefit Summary: The pay range for this position at commencement of employment is expected to be between \$160,300.00 and \$297,700.00 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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future together? <https://www.novartis.com/about/strategy/people-and-culture>

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<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>

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US

Business Unit  
Innovative Medicines

地点  
USA

状态  
New Jersey

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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