

# Director, Marketing Strategy - Radioligand Therapy

Job ID  
REQ-10074002  
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CUSA

## Сводка

#LI-Hybrid

Join Novartis as Director, Marketing Strategy - Radioligand Therapy, a rare opportunity to shape the launch and long-term success of a groundbreaking Radioligand Therapy (RLT) product at a pivotal moment in its' lifecycle. The Director, Marketing Strategy will set the vision and lead insight driven marketing strategy across pre-launch, launch readiness, and in market execution, translating deep customer and market understanding into integrated experiences that drive brand performance. Reporting to the Executive Director, Marketing Strategy for RLT, this role partners closely with cross functional teams, the Integrated Marketing Organization, and the RLT platform team to orchestrate cohesive campaigns that deliver meaningful impact for patients and the business.

This position will be based in East Hanover, NJ and will not have the ability to be located remotely. Please note that this role would not provide relocation, and only local candidates will be considered; please only apply if accessible. This position will require up to 20% travel as defined by the business (domestic and/or international).

## About the Role

### Key Responsibilities:

- Partner with the ED, Marketing Strategy to develop a cohesive, integrated marketing strategy and campaign, grounded in customer insight
- Provide strategic direction across highly complex brands, partnering with Marketing Lead to shape HCP strategy and execution.
- Establish brand-specific domain expertise with HCP focus, and create engaging brand-centered content and concepts for adaptation into personalized and tailored experiences
- 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 a holistic brand strategy (e.g., North Star, branding) that shapes the fundamentals on which the brand will be built.
- Drive excellence in developing assets for unbranded education to enable adaptation across the end-end experience, partnering closely with the Customer Experience Planning team
- Drive best in class digital marketing strategies aligned to brand goals, ensuring maximization of business results and optimization of digital plans
- Collaborate with Product Strategy and Integrated Marketing Intelligence teams on integrated strategy, plans, and asset(s), aligned to brand objectives
- Share and embed best practices knowledge to engage customers and drive behavior change across the full brand lifecycle

### Essential requirements:

- Bachelor's degree in a related field is required; Master of Science and/or MBA preferred
- At least 8 years of experience in commercial Marketing, including demonstrated experience of leveraging data, analytics, and customer insights to drive personalization at scale
- Experience in driving high performing brands in highly competitive categories within the US
- 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
- Strong financial acumen and proven ability to develop and deliver resources/programs/tactics on time, on scope, and on budget

### Desirable Requirements:

- Prostate Cancer therapeutic area experience strongly preferred, along with recent oncology or specialty treatment launch experience
- Multi-functional experience in the pharmaceutical or healthcare industry

### Novartis Compensation Summary:

The salary for this position is expected to range between \$185,500 and \$344,500 per year.

The final salary offered is determined based on factors like, but not limited to, relevant skills and experience, and upon joining Novartis will be reviewed periodically. Novartis may change the published salary range based on company and market factors.

Your compensation will include a performance-based cash incentive and, depending on the level of the role, eligibility to be considered for annual equity awards.

US-based eligible employees will receive a comprehensive benefits package that includes health, life and disability benefits, a 401(k) with company contribution and match, and a variety of other benefits. In addition, employees are eligible for a generous time off package including vacation, personal days, holidays and other leaves.

**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>

**Benefits and Rewards:** Learn about all the ways we'll help you thrive personally and professionally.

[Read our handbook \(PDF 30 MB\)](#)

**EEO Statement:**

The Novartis Group of Companies are Equal Opportunity Employers. 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.

#### **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.

Дивизион

US

Business Unit

General Management

Место

США

Состояние

New Jersey

Сайт

East Hanover

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area

Маркетинг

Job Type

Full time

Employment Type

Regular

Shift Work

No

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