

## AD, Content Planning & Standards

Job ID  
REQ-10077645  
май 08, 2026  
США

### Сводка

#LI-Hybrid

The ideal location for this role is East Hanover, New Jersey site. Relocation may be possible and requires necessary approvals.

The Associate Director, NPS Content Planning & Standards for the rare disease portfolio will be responsible for designing and delivering the best omni-channel content experience for patients, practices, and internal customers. This individual will report to the Executive Director, Content Planning & Standards and will be responsible for designing, building, and delivering enterprise content on our NPS platforms to provide the best patient support to our customers. This includes harmonizing enterprise templates for start forms, emails, faxes, text messages, websites, call materials, field materials, print and digital materials, etc., This role will also be accountable for the content approval process through MAP / FUSE and ensuring the templates remain updated.

To do this successfully, this individual will bring a strong customer voice into all key enterprise content design decisions. This individual will also possess a deep understanding of our NPS programs, technology, processes and operations.

### About the Role

#### Major Accountabilities

- Support the enterprise template creation and delivery process by demonstrating a very strong understanding of patient services, including business processes, technology landscape, operational flows, program design, and operational challenges.
- Demonstrate deep understanding of the patient services landscape, including Bene-fit Investigation, Prior Authorization, Co-pay, patient & practice authorizations, con-sent / opt-outs, and ongoing refill management solutions, for all product archetypes.
- Single point of accountability for design, development, and approval (MAP/FUSE) of all NPS enterprise content / templates, including start forms, emails, faxes, text messages, websites, call materials, field materials, print and digital materials, etc.
- Partner with UX and research teams to conduct scalable user research and testing to help understand how internal & external users interact with and feel about our content design.
- Support ED Content Planning & with managing department budget and re-sourcing including third-party agencies, relationships, and deliverables; Creatively solve for missing information using internal and external sources.
- Support the ED Content Planning & Standards with increasing awareness and expertise of experience design best practices, standards and methods leading to more effective business management.

#### Education

Bachelor's Degree required (MBA preferred)

#### Experience:

- **4+ years** of pharmaceutical, biotech or healthcare industry
- **Minimum of 2 years** of experience in patient services and reimbursement operations, either in Pharma or at reimbursement HUBs
- Rare disease launch experience preferred
- Demonstrated understanding within the Patient services technology landscape.
- Product management experience in delivering customer service experience by leveraging omni-channel technologies.
- Demonstrated ability to design, develop, and deliver content and template to patients and customers.
- Business acumen - ability to link multiple insights across brands and channels to generate insights, prioritize business questions and develop effective recommendations.
- Demonstrated partnering and influencing skills, stakeholder management, project management, people management.

The pay range for this position at commencement of employment is expected to be between \$145,600.00 and \$270,400.00/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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<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.  
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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.

Дивизион

US

Business Unit

Marketing

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

Job ID

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