NOVARTIS

AD, Experience Personalization & Optimization

Job ID
REQ-10092927
Ноя. 20, 2026
США

Сводка

#LI-Onsite

Location: East Hanover, NJ or New York, NY

Novartis is unable to offer relocation support for this role. Please only apply if this location is accessible for you.

Company will not sponsor visas for this position.

The Associate Director, Experience Personalization & Optimization will be responsible for delivering integrated, omnichannel customer experiences within the Integrated Marketing and Customer Experience, US Innovative Medicines organization. This role will report into the Executive Director, Integrated Experience Planner and be charged with defining and delivering a personalized, targeted, and enhanced way of reaching and engaging customers across channels to drive behavior change.

This individual will help orchestrate optimal customer communications across channels, serving as the critical point where customer and channel knowledge connect to activate, engage and impact twice as many patients, twice as fast. This role will partner closely with Marketing Strategists, Experience Planners, and a team of content, data, channel and external partners, to build integrated campaigns and experiences that are informed by best practices, data, and customer insight, achieved across multiple channels. It is expected that this Associate Director is competent in navigating agency teams to drive focus and accountability, as well as engaging internal teams to deliver next generation experiences.

About the Role

Key Responsibilities:

- Partner with Integrated Customer Experience & Optimization Planners and Marketing Strategy leads to translate brand-specific and customer-centric concepts into personalized campaigns across multiple channels
- Deliver cohesive and coordinated campaigns and tactics across all touchpoints (digital and physical)
- Apply data and insights to optimize and continuously improve the customer experience in service of achieving the defined brand(s) product strategy; analytic acumen is preferred
- Partner with cross-functional Novartis stakeholders to effectively plan and deliver cohesive HCP and patient experiences across channels for the assigned brand; this includes team members from Marketing Strategy, Novartis Patient Support, PR/Comms, Data Insights and Analytics, Medical as appropriate
- Architect and deliver human-centered experiences that solve a specific customer need, while also having sufficient technical expertise to understand choices and trade-offs across channels to deliver the best possible experience
- Consistently and effectively apply channel and communications planning best practices; apply audience journey insights to drive channel selection and set communication priorities
- Design and deliver programs and experiences that are on time and on budget across customer touchpoints

Essential Requirements:

- Bachelor's degree in related field is required
- Minimum of 5 years of experience in leading and developing communication or marketing strategy in a regulated industry
- 5 years of experience of successfully architecting, delivering, and managing an integrated, omnichannel customer experience across HCPs, patients or both
- 5 years of demonstrated experience in utilizing data, insights, behaviors, and analytics to optimize customer experiences
- Ability to identify opportunities and drive solutions to create an orchestrated Customer Experience to create experiences that matter
- Ability to work in a collaborative environment, working closely with research, content, and data specialists to diagnose and solve client business challenges and audience pain points or opportunities for marketing
- Comfort with a high level of collaborative development with cross-functional team of marketers across the Novartis Product, Marketing, Data Insights and Analytics, PR/Comms and agency teams, able to manage and develop relationships and help frame conversations and work on a collective goal of effective experiences.
- Experience with media and content testing to analyze effectiveness of integrated communications in HCP or DTC category marketing and/or similar experience in designing and delivering marketing campaigns
- Strong cross-functional leadership and ability to collaborate effectively with various stakeholders and teams including Communications, Legal, Regulatory, Compliance and IT
- Ability to manage and deliver on an operating budget

Desirable Requirements:

- Master of Science and/or MBA preferred
- Multi-functional experience in Pharmaceutical, Healthcare or Consumer Packaged Goods, preferred

Novartis Compensation Summary:

The salary for this position is expected to range between $152,600 and $283,400 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.

To learn more about the culture, rewards and benefits we offer our people clickhere.

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 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
Alternative Location 1
New York City, New York, США
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

Job ID
REQ-10092927

AD, Experience Personalization & Optimization

Apply to Job
Job ID
REQ-10092927

AD, Experience Personalization & Optimization

Apply to Job

Source URL: *https://www.novartis.ru/careers/career-search/job/details/req-10092927-ad-experience-personalization-optimization*

List of links present in page

1. https://share.novartis.net/sites/Workvivo/Space%20Assets/Forms/AllItems.aspx?id=%2Fsites%2FWorkvivo%2FSpace%20Assets%2FPeople%20%26%20Organization%2FEmployer%20Value%20Proposition%2FDocuments%2FLooking%20to%20boost%20your%20recruitmen
2. https://www.novartis.com/about/strategy/people-and-culture
3. https://www.novartis.com/sites/novartis_com/files/novartis-life-handbook.pdf
4. mailto:us.reasonableaccommodations@novartis.com
5. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/East-Hanover/AD--Experience-Personalization---Optimization_REQ-10092927-2
6. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/East-Hanover/AD--Experience-Personalization---Optimization_REQ-10092927-2