

VP, Head of Marketing Operations

Job ID
REQ-10018464
Aug 12, 2024
USA

Summary

This position will be located at 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 VP, Head of Marketing Operations, will lead the team responsible for delivering operational excellence through efficiency & effectiveness of brand-building investments within the Integrated Marketing and Customer Experience organization for Novartis Innovative Medicines, US.

This role manages a team of functional specialists who enrich internal competencies to establish, accelerate, and orchestrate existing/new business processes, policies, and operational services to facilitate execution excellence as a Competitive Advantage across Agency Management, Centralized Asset Services, Demand Management, Operational Management, and Policies/Practices/MAP. This work includes close integration with our Global Business Centers in Hyderabad, Mexico, and Dublin.

Your responsibilities will include, but are not limited to:

- Establish collaborative relationships with Marketing Strategy, Customer Experience Planning & Optimization, Global, Finance, Technology, Legal, Regulatory, Medical, and Compliance to evaluate opportunities to optimize the effectiveness of Marketing Operations support.
- Evolve the function into a strategic partner, relying on it as the enablement engine behind marketing activities and tactics while operationalizing the strategy and identifying efficiencies and enhancements.
- Provide input and facilitate business process assessments, making recommendations and facilitating implementation within the Marketing Operations group•Establish Novartis templates, standards, and best practices across the Marketing and Customer Experience organization to ensure campaigns meet standard processes and quality standards.
- Manage the agency ecosystem, ensuring the right agency is chosen to support our business and the right talent and resources are in place to deliver defined commercial outcomes. This includes identifying new partners that will enable innovative concepts.
- Develop and manage a business plan for the Marketing Operations group, reflecting clear alignment with the Integrated Marketing and Customer Experience organization's strategic priorities.
- Establish, direct, and allocate headcount and financial resources within Marketing Operations to appropriately support the organization's objectives.

- Drive executive leadership, inspire change, and build a best-in-class Marketing Operations team.

The pay range for this position at commencement of employment is expected to be between \$284,000.00 and \$426,000.00 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.

What you'll bring to the role:

Education:

A Bachelor's degree in a related field is required; a Master of Science and/or MBA preferred

Experience:

- 12+ years' experience in Marketing Operations at a peer company, global consulting firm, or agency
- 5+ years' experience in other multi-functional groups such as marketing, sales, market access, or patient services.
- Experience with Asset Management Process & Technology, Digital Tagging & Analytics, highly preferred
- Data and technology fluency and experience with implementing AI-assisted solutions
- Successfully managed a team and demonstrated an ability to develop others

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>

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>

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Division

US

Business Unit

Innovative Medicines

Location

USA

Site

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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