

ED, Oncology Marketing Strategist

Job ID
REQ-10018866
Aug 20, 2024
USA

Summary

The location for this role is East Hanover, NJ.

About the Role

The Executive Director, Oncology Marketing Strategist will be responsible for shaping and applying a consistent marketing approach to their aligned brand(s), reporting directly into the VP, Head of Marketing Strategy-Oncology . As an internally and externally recognized expert in multiple marketing domains, this individual will serve as the Single Point of Contact (SPOC) and primary interface for Integrated Marketing with the Product GMs. This individual will partner closely with the Product GM to translate product strategy into customercentric concepts that deliver on key business objectives and priorities, while establishing brand positioning, marketing strategy, and the go-to-market approach.

This role will also be responsible for building effective relationships with the Customer Experience Planning and Optimization team to ensure that the marketing strategy and concepts are effectively orchestrated into customer-centric campaigns, tactics, and experiences. This individual will be required to make efficient strategic decisions, sometimes in collaboration with executive leadership often in ambiguity to drive and lead marketing strategy.

Key Responsibilities:

- Primary contact with Product GM to drive seamless alignment and consistency between the Product and Marketing functions in service of achieving the defined Product strategy and objectives across the Integrated Marketing and Customer Experience Operations function
- Identify and embed brand-specific end-to-end HCP and patient domain expertise, to inform the go to market approach that drives customer (HCP and patient) behaviour change and market performance
- Directly manage and oversee Patient & HCP marketers to drive excellence in developing the lead asset for HCP (e.g., CVA) and patient (e.g., TV ad)
- Share and incorporate knowledge on best practices to inform the integrated marketing strategy, while solving for complex problems often in ambiguity
- Oversee development of marketing strategy, priorities, and activities for one or more segments or channels; drive and measure brand performance; and effectively drive customer engagement across multiple stakeholders that are core to brand success

- Oversee field strategy alignment and coordination with Customer Engagement
- Influence while contributing to a high performing team culture that proactively and effectively interfaces between the pillars and key functions
- Ensure an integrated patient & HCP strategy is defined and delivered for the brand that will achieve the Product strategy and objectives; including resourcing required and budget
- Oversee agency (AoR) selection for marketing and partnering with Operations to maximize agency relationship(s)

What You'll Bring to the Role:

Required:

- An undergraduate degree is required; an additional advanced education MBA is preferred in a related field.
- Minimum of 10 years of directly related business experience in commercial Marketing in a regulated industry.
- Experience in Pharmaceutical, Healthcare, or Consumer Packaged Goods, preferred
- five years' experience in cross-functional areas such as Marketing, Sales, Market Access, and Patient Services.
- Experience in driving high-performing brands in highly competitive categories within the US; recent launch experience for blockbuster specialty treatments preferred
- Demonstrated experience in utilizing data, insights, analytics, and behaviors to optimize marketing performance and outcomes.
- Understanding complex brands within a specialty distribution
- Understanding and ability to navigate regulatory, compliance, and legal environments to launch new programs
- Strong cross-functional leadership and ability to collaborate effectively with various stakeholders and teams, including Product, Communications, Legal, Regulatory, Compliance and Global
- Track record of attracting and developing talent and building high-performing teams

Preferred:

- Therapeutic Experience, highly preferred
- Experience in all aspects of marketing across the product lifecycle (launch, mature, LOE) preferred

The pay range for this position at commencement of employment is expected to be between \$257,600.00 and \$386,400.00 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.

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>

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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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