

Associate Director, Market Research ASCVD

Job ID
REQ-10020462
Sep 04, 2024
USA

Summary

The Associate Director Market Research Atherosclerotic Cardiovascular Disease (ASCVD) will develop and execute market research programs and analyses to provide strategic and tactical insights, in order to support business goals. Responsibilities include generating market, physician and patient insights, encompassing: insight mining, segmentation, ATUs, marketing communications, managing patient models, market/competitive analyses, landscape assessments from both primary & secondary information, and opportunity evaluations. Will be responsible for market research to support an in-market cardiovascular agent. The AD must identify issues and opportunities, define and prioritize information needs, apply market research techniques creatively to answer business questions, and develop and communicate actionable recommendations effectively to all levels of management.

Location: The ideal location for this role is East Hanover, NJ site but remote work may be possible (there may be some restrictions based on legal entity). Please note that this role would not provide relocation as a result. If associate is remote, all home office expenses and any travel/lodging to specific NJ site for periodic live meetings will be at the employee's expense. The expectation of working hours and travel (domestic and/or international) will be defined by the hiring manager. This position will require some travel.

About the Role

Major accountabilities:

- Manage market research projects, working in partnership with US marketing colleagues, in a matrix environment, to define key business questions and how best to address them.
- Manage market research budgets optimally & drive efficiency.
- Work effectively with remote and offshore teams
- Champion new approaches & techniques to acquire a deeper understanding of physician, patient and other stakeholder behaviors, needs and motivations.
- Ensure team compliance with issues affecting market research execution, such as AE reporting, state restrictions, etc.
- Communicate actionable insights optimally to all levels of the commercial organization. Provide clear recommendations for the product team, based on these insights
- Ensure compliance with Novartis policies, including project management for process & systems to support and document compliance of the specialty exclusion process

Minimum Requirements:

- BS / BA required
- 5+ years of experience in the design and execution of primary and secondary research, especially in conducting commonplace qualitative and quantitative market research projects, leveraging strong vendor management skills
- Strong understanding of the biopharmaceutical marketplace; knowledge of cardiovascular categories is a plus
- Breadth of knowledge across marketing research techniques
- Executive poise / presence—ability to present regularly to leadership
- Intellectual curiosity—true interest and passion for using research & analytics to uncover insights
- Ability to exhibit independent judgment
- Excellent interpersonal skills
- A positive attitude and strong work ethic
- Excellent communication skills. Strong ability to express insights and recommendations through both written and verbal communications
- Ability to work independently with a proactive approach to meet the business needs. Must be able to work well both as an independent contributor and as a collaborative team player

The pay range for this position at commencement of employment is expected to be between \$166,400.00 and \$249,600.00 per 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: 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

Distant Employee - Distant Working Arrangement (DWA) (USA)

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Alternative Location 1
East Hanover, USA
Functional Area
Marketing
Job Type
Full time
Employment Type
Regular
Shift Work
No
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