

# Experience Manager

Job ID  
REQ-10016069  
Sep 09, 2024  
USA

## Summary

Location: East Hanover, NJ

About the Role: The Experience Manager role orchestrates execution of customer experiences, ensuring integrated marketing assets deploy as planned, per the cross-functional Customer (HCP and Patient) Experience Plans. This role requires strong collaboration with cross-functional project owners across Marketing Strategy, HCP Education, PR/Comms/Patient Engagement, Media CoE, Product (MarTech), Marketing Operations, Data Insights and Analytics.

## About the Role

### Key Responsibilities:

- Oversee tactical deployments across HCP and patient marketing programs across channels, ensuring project leads, agencies, and deployment teams (e.g. digital, IT) deliver on Experience Plans ("air traffic control")
- Ensure feasibility and appropriateness of proposed programs and tactics within the Patient and/or HCP Experience Plan(s), including application of channel/digital best practices
- Autonomously lead efficient status meetings across extensive stakeholder base and ensure follow through on decisions/next steps with internal and external partners
- Proactively ensure plans can be activated on time and within enterprise processes/ways of working
- Support teammates in preparing for Experience Optimization Rooms (EORs), enabling increased marketing effectiveness; follow up with stakeholders to ensure pull through of EOR decisions
- Support CXP&O functions in tactical planning and implementation as needed
- Consult with Product Management (MarTech) as they standardize solutions (e.g. web CMS, social platforms, Field CRM, database marketing)

This position will be located at the East Hanover, NJ site and will not have the ability to be located remotely. This position will require 10-15% domestic travel as defined by the business. 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.

### What You'll Bring to the Role:

**Education:** Bachelor's degree

### Essential Requirements:

- 3 years' experience working in multi-channel/cross-channel media execution, including digital

- Background and experience in a regulated industry (pharmaceutical, financial, etc.)
- Exceptional project management capabilities with demonstrated organization acumen
- Ability to collaborate with cross-functional internal and external teams towards effective execution, including proactively troubleshooting with a solutions-oriented mindset
- Proven skills in planning, organization, operational decision making and analysis

**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>

**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.

**Benefits and Rewards:** Read our Novartis Life handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

The pay range for this position at commencement of employment is expected to be between \$130,400 and \$195,600/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.

**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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