

AD, Behavioral Science

Job ID
REQ-10047096
Apr 02, 2025
USA

Summary

The location for this role is East Hanover, NJ.

About the Role

The Insights and Decision Science (IDS) team is dedicated to enabling improved decision-making at Novartis by leveraging data and advanced analytics capabilities to generate actionable insights that drive business growth. We collaborate closely with the US business, bringing insights and challenging ideas to empower smarter, data-driven decision-making. Reporting into the ED, Behavioral Science, the AD, Behavioral Science is crucial in supporting the integration of behavioral science principles into strategic initiatives, enhancing our understanding of healthcare professional and patient behaviors.

The AD, Behavioral Science will play a key part in gathering and analyzing data related to behavioral science and social determinants of health, facilitating communication and collaboration across departments. By organizing insights and supporting the development of tailored educational materials, this position contributes to the creation of impactful marketing and outreach strategies. The efforts of the Associate Director will align with the broader goals of the IDS team, fostering a culture of innovation and data-driven excellence that supports Novartis in its mission to improve health outcomes through strategic engagement and informed decision-making.

Key Responsibilities:

- Collaborate cross-functionally to gathering and organizing data related to behavioral science principles that influence HCP and patient behavior.
- Support the collection of data on social determinants of health and their impact on patient populations and provide initial analysis and summaries of behavioral science data to support the execution team's development of solutions.
- Compile reports on social determinants and field-based ethnography study data for review by the execution team.
- Facilitate communication between the execution team and other departments, such as Patient & Provider I&A and Market Research teams, to ensure alignment and information flow.
- Coordinate meetings and workshops to discuss insights and strategies with relevant stakeholders.
- Assist in the documentation of human insights and behavioral science principles for use in marketing and

outreach strategies while working to support the creation of tailored educational materials.

- Organize and schedule meetings, workshops, and presentations for the execution team.
- Prepare materials and documentation for team meetings and ensure all necessary resources are available.
- Track progress on various initiatives and provide regular updates to the execution team and assist in the preparation of performance reports and dashboards to support decision-making.

Novartis seeks an individual with extensive experience in the pharmaceutical or healthcare industry, with a strong understanding of HCP and patient behaviors. This individual should have a proven track record in developing and leveraging human insights to inform strategic initiatives, marketing, and outreach efforts. A strong analytical background is essential, with the ability to analyze complex datasets and derive actionable insights.

Education:

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

Essential Requirements:

- A minimum of 6 years of experience in the pharmaceutical or healthcare industry, with a deep understanding of healthcare provider and patient behaviors, as well as market dynamics
- Experience in applying behavioral science principles within the pharmaceutical or healthcare industry with strong analytical skills, the ability to gather, organize, and analyze complex data sets related to healthcare professional and patient behavior.
- Excellent communication and interpersonal skills, with experience facilitating cross-functional collaboration and information flow.
- Proficiency in using data analysis tools and software to support the development of insights and strategies.
- Understanding of social determinants of health and their impact on patient populations.
- Ability to compile and present data-driven reports and summaries to support strategic decision-making.
- Experience in coordinating meetings, workshops, and presentations with diverse stakeholders.
- Strong organizational skills with the ability to manage multiple initiatives and track progress effectively as well as the ability to support the creation of educational materials and documentation that align with marketing and outreach strategies.

Novartis Compensation and Benefit Summary:

The pay range for this position at commencement of employment is expected to be between \$132,300.00 and \$245,700.00 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>

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up:
<https://talentnetwork.novartis.com/network>

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

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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.

Division

US

Business Unit

Universal Hierarchy Node

Location

USA

State

New Jersey

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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