

# Director Marketing Strategy Direct to Consumer

Job ID  
REQ-10053085  
May 27, 2025  
USA

## Summary

The ideal location for this role is The 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 East Hanover, 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.

The Director Patient Marketing will be the principal lead in defining the Patient marketing strategy for a blockbuster Oncology brand and will report to the Executive Director Marketing Strategy Oncology USA. This individual will partner closely with Insights and Decision Sciences team, HCP Marketing Strategists and media COE to deliver breakthrough campaigns. The Patient Marketer will be responsible for identifying, testing, and validating patient creative concepts, messaging architecture, and creating orchestrated and integrated campaigns grounded in deep human insights. This role will identify, share and embed best practices across the Integrated Marketing Organization to improve impact, relevance and creative effectiveness.

## About the Role

### Key Responsibilities:

- Work effectively with the Executive Director Marketing Strategy and the HCP Marketers to develop a cohesive and integrated brand marketing strategy and campaign grounded in customer insights.
- Establish brand-specific Patient domain expertise and create engaging brand-centred experiences.
- Work with Customer Experience Planning and Optimization, Media COE and Agency of Record to deliver orchestrated and integrated consumer / DTC campaigns
- Implement best in class digital marketing strategies that align to brand goals and maximize business results.
- Ensure digital plans are appropriately implemented and optimized.
- Foster a high performing team that proactively and effectively interface across key functions to achieve the product strategies and objectives
- Support and deliver the Patient integrated plan for the brand to achieve the Product strategy and objectives; define resourcing required and manage the allocated budget for patient, collaborating effectively across strategic partners including Novartis Patient Services, Corporate and Brand Communications.
- Drive creative excellence partnering closely with the Content Lab & Customer Experience Planning and Optimization team

### Essential Functions:

## **Education** (minimum/desirable):

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

- Minimum of 5 years of experience in commercial Marketing with multi-functional experience in Pharmaceutical or Healthcare preferred
- Minimum of 3 years of demonstrated experience of leveraging data, analytics, and customer insights to drive personalization at scale
- Experience in supporting high performing brands in highly competitive categories within the US; recent launch experience for blockbuster specialty treatments preferred
- Transformational Leader with strategic experiences to transform the business into next generation engagement
- Strong cross-functional leadership and ability to collaborate effectively with various stakeholders and teams including Product, Communications, Legal, Regulatory, Compliance and Global
- Excellent written and oral communication skills with the ability to effectively communicate complex ideas and information to a range of audiences and stakeholders
- Detail-oriented with the ability to manage multiple tasks, priorities and deadlines

The pay range for this position at commencement of employment is expected to be between \$185,500.00 and \$344,500.00 a year; however, while salary ranges are effective from 1/1/25 through 12/31/25, 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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## **EEO Statement:**

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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](mailto: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

Alternative Location 1

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

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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