

Associate Director, Peer to Peer Marketing Delivery

Job ID
REQ-10005139
Aug 09, 2024
USA

Summary

Location:

This position will be located at East Hanover, NJ and will not have the ability to be located remotely. This position will require 20% travel as defined by the business (domestic and/ or international). Please note that this role would not provide relocation and only local candidates will be considered.

About the Role:

The Associate Director, Peer to Peer Marketing (known as Associate Director, HCP Education Delivery within Novartis), is a strategic marketing role within Integrated Marketing Organization of US Pharma. This position is dedicated to the consistent delivery of top-tier HCP education for Therapeutic Areas (TA)/Brands. Leveraging Novartis HCP Education capabilities and deep customer and TA/Brand in-sights, the role is designed to elevate peer to peer promotional activities and create a broad ecosystem of education. This role will also be the lead to create and execute educational experiences that not on-ly inform and engage HCPs on DSE and unbranded education, but also foster confidence in appropri-ately selecting and prescribing Novartis products in line with marketing strategies.

About the Role

Key Responsibilities:

- Serve as a **marketing point of contact** across teams and functions, partnering closely with professional promotions marketing team, media, and digital team, medical, and sales leadership to effectively build and deliver HCP education that resonates with the **marketing strategy** and **brand vision**.
- Define and implement an impactful delivery of HCP education, utilizing **marketing analytics** to measure success and drive program enhancements.
- Identify and apply industry-leading best practices in peer-to-peer marketing, ensuring improved consistency and impact across HCP education initiatives.
- Share best practices across the HCP Education Delivery team, fostering a culture of **marketing collaboration** and **brand consistency**.
- Actively contribute to the development of the HCP experience roadmap and HCP Impact plan, integrating marketing campaigns with educational components to enhance HCP engagement.
- Partner effectively with HCP facing functions and teams, including the field, to achieve HCP education objectives and deliver an integrated education experience.
- Collaborate with the HCP Marketer and the Customer Engagement teams to support HCP Education and field communication and training activities, as appropriate, ensuring alignment with overall **marketing campaigns**.

What You'll Bring to the Role:

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

Essential Requirements:

- A minimum of **5 years of commercial marketing experience**, with a proven track record of building scalable HCP education programs. Alternatively, candidates with 2 years of marketing experience and completion of a postdoctoral fellowship at a major pharmaceutical company will also be considered.
- Demonstrated ability to **communicate scientific data** effectively to a variety of audiences.
- Experience in **driving enterprise-wide initiatives** that enhance the HCP experience and demonstrate measurable improvements.
- Proven **project management skills**, with the ability to lead and deliver multiple top-priority projects on time, within scope, and on budget. A strategic and analytical mindset is essential, as demonstrated by key projects or initiatives.
- Accomplished cross-functional leadership skills, with the ability to collaborate effectively with various teams and stakeholders.

Desirable Requirements:

- Multi-functional experience in Pharmaceutical or Healthcare
- Prior work within a center of excellence model, where consistent standards, best practices, and knowledge sharing were effectively implemented

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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.

The pay range for this position at commencement of employment is expected to be between \$158,400 and \$237,600/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.

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