

Director, Integrated Experience Planning

Job ID
REQ-10017229
Aug 28, 2024
USA

Summary

The Director, Integrated Experience Planning, is responsible for establishing the patient & HCP experience strategy and designing integrated plans to deliver customer-centric campaigns and experiences across the Integrated Marketing & Customer Experience, US Pharma organization. This individual will be assigned to the Launch Excellence team and will report directly into the Executive Director, Customer Experience Planning and Optimization, Launch Excellence. The Director will be charged with translating the overall communication strategy into actionable go-to-market activities that create a unified HCP & patient experience across their respective brands. This individual will collaborate with the Marketing Strategy Leads, Data, Insights, Analytics, the Content Lab, Product Management and Marketing operations, as well as external partners, to architect an omnichannel customer experience that delivers against the defined product strategy and objectives.

About the Role

Your responsibilities will include, but are not limited to:

- Developing, leading and implementing enterprise CXP&O/IMPact/Cultural Inclusive governance, frameworks, capabilities and tools for new product launches to deliver behavior changing experiences for launch brand
- Supporting Senior Integrated Customer Experience Planning and Marketing Strategists to translate Behavioral Strategies into Experience Maps on launch brands. Supporting the development and operationalization integrated Experience Plans.
- Lead the development of measurement frameworks tied to the experience that will optimize in-market activities.
- Working with IMO cross functions, external agencies and research partners to identify barriers and drivers that are standing in the way of customers/patients/caregivers to achieve mutual goals
- Analyzing and understanding brand dynamics & synthesizing insights/ analytics to inform a cohesive and coordinated Experience Plan
- Driving and supporting collaboration across the cross-functional team to foster learning, hypothesis building, learning agenda creation and innovation
- Collaborating across the IMO and other cross-functional areas to plan and enable a coordinated and cohesive experience across experience touch points
- Create and embed our integrated marketing planning (IMPact) best-in-class processes, tools framework, capabilities
- Enable the delivery of best-in-class launches with our integrated marketing planning (IMPact) across the lifecycle thanks to clarity, visibility & transparency of readiness
- Continue Experience Plan/Creative learnings and benchmarking internally and externally, inside and outside pharma industry

- Consult on behavior strategy development for maximum impact of behavior change
- Continuously innovate our CX approach to launches to stay ahead of the curve and trends
- Identify areas to Test & learn
- Tap into functional organizational launch teams to create and integrated approach
- Find knowledge gaps and commissioning research to address specific insight outages. Collaborating with business leads and subject matter experts to develop and implement new Novartis capabilities. Changing or refining the category's current assumptions about patient or HCP behavior by providing fresh perspectives and finding new opportunities.

What you'll bring to the role:

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

Requirements:

- 8 years of demonstrated experience finding opportunities and driving solutions to build an orchestrated customer journey
- Experience in driving the planning and strategy for multiple brands and audiences.
- 5 years of demonstrated experience in applying data, insights, behaviors, and analytics to optimize customer experiences
- 5 years of experience in customer engagement, social media and CRM, to use journey mapping, personalization, and content to realize and improve customer value
- Accepts a collaborative approach and experience; thrives working closely with research, content, and data specialists to diagnose and solve client business challenges and audience difficulties or opportunities for marketing
- Experience with media and content testing to analyze efficiency of integrated communications in HCP or DTC category marketing
- Is comfortable with a high level of collaborative development with cross-functional team of marketers across the Novartis Product, Marketing, and agency teams, able to manage and develop relationships and help frame conversations and work on a collective goal of effective experiences
- Develop and operationalize digital engagement and integrate a marketing framework with CPI/KPIs
- Strong cross-functional leadership and ability to collaborate effectively with various partners and teams including Communications, Legal, Regulatory, Privacy, Compliance and IT

Preferred:

- Multi-functional experience in Pharmaceutical, Healthcare or Consumer Packaged Goods, preferred
- Experience in all aspects of marketing across the product lifecycle (launch, mature, LOE) preferred

The pay range for this position at commencement of employment is expected to be between \$212,000.00 and \$318,000.00 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.

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.

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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