

Associate Director, HCP Marketing Strategy - Neuromuscular Disease

Job ID
REQ-10085731
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CUSA
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Сводка

#LI-Hybrid

Help shape the future of care for people living with FSHD. As the Associate Director, HCP Marketing Strategy, you will lead market shaping, branded promotion, and launch readiness initiatives that support disease awareness, diagnosis, referral pathways, genetic confirmation, and treatment readiness across the neuromuscular care continuum. Partnering across Commercial, Medical Affairs, Customer Engagement, Market Access, Insights & Analytics, and Global teams, you will translate customer and market insights into impactful educational, engagement, and omnichannel strategies that prepare the market for launch, strengthen healthcare professional engagement, and support improved patient identification and care.

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

About the Role

Key Responsibilities:

- Partner with the Director, Marketing Strategy, to develop and execute an integrated HCP marketing strategy grounded in HCP insights, KOL input, behavioral science, clinical understanding, and launch-readiness needs.
- Lead the development and execution of branded launch readiness initiatives, including promotional campaigns, field materials, digital engagement, CRM strategy, customer journeys, and omnichannel activation designed to drive awareness, engagement, and future adoption.
- Lead HCP disease-state education strategy to increase understanding of FSHD, disease burden, diagnostic delays, genetic confirmation, multidisciplinary care, and the importance of appropriate specialist referral and ongoing patient management.
- Contribute to KOL engagement strategy, including identification and mapping of national and regional experts, neuromuscular centers of excellence, early adopters, referral influencers, and emerging thought leaders.
- Support advisory boards, expert input sessions, consultant meetings, and insight generation forums to inform market-shaping strategy, messaging, education priorities, referral pathway barriers, genetic testing needs, and launch planning.
- Lead HCP segmentation, targeting, journey mapping, jobs-to-be-done, and behavioral strategy to identify belief barriers, knowledge gaps, decision points, and priority interventions across neurologists, neuromuscular specialists, and referral audiences.
- Translate complex clinical, genetic, epidemiologic, and patient journey insights into clear HCP value narratives, scientific storytelling, messaging frameworks, educational content, and behavior-change strategies.
- Drive congress strategy and execution, including presence planning, scientific exchange alignment, KOL touchpoints, peer-to-peer opportunities, booth or education concepts, post-congress insight capture, and follow-up activation.
- Partner with Medical Affairs, Field Medical, Customer Engagement, Sales, Market Access, Insights & Analytics, Legal, Regulatory, Compliance, Global, Communications, and agency partners to ensure aligned strategy, compliant execution, and coordinated market preparation.
- Support field force enablement by developing HCP education tools, objection-handling resources, messaging guidance, training content, launch readiness materials, and feedback loops to optimize customer engagement.
- Define HCP marketing priorities, budget needs, agency scope, launch milestones, KPIs, and measurement plans to assess awareness, belief shift, referral behavior, genetic confirmation progress, engagement quality, and treatment-readiness indicators.

Essential Requirements:

- 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 either rare disease, specialty, neuroscience, neurology, neuromuscular, genetic medicine, or complex chronic condition HCP marketing experience.
- Minimum of 3 years of demonstrated experience of leveraging data, analytics, and customer insights to drive personalization at scale
- Experience developing HCP disease-state education, peer-to-peer education, speaker programs, advisory boards, KOL engagement plans, and/or congress strategies.
- Demonstrated ability to translate clinical data, disease burden, genetic testing considerations, and patient journey insights into commercial strategy, HCP messaging, and behavior-change tactics.
- Experience with HCP segmentation, targeting, customer journey optimization, omnichannel engagement, CRM, field enablement, and measurement planning.
- Pre-launch and launch experience, including market shaping, treatment-readiness planning, cross-functional launch execution, and external expert engagement in a compliant environment.
- Strong cross-functional leadership and ability to collaborate effectively with various stakeholders and teams including Product, Communications, Legal, Regulatory, Compliance and Global

Desirable Requirements:

- Multi-functional experience in pharmaceutical or healthcare industries

Novartis Compensation Summary:

The salary for this position is expected to range between \$152,600 and \$283,400 per year.

The final salary offered is determined based on factors like, but not limited to, relevant skills and experience, and upon joining Novartis will be reviewed periodically.

Novartis may change the published salary range based on company and market factors.

Your compensation will include a performance-based cash incentive and, depending on the level of the role, eligibility to be considered for annual equity awards.

US-based eligible employees will receive a comprehensive benefits package that includes health, life and disability benefits, a 401(k) with company contribution and match, and a variety of other benefits. In addition, employees are eligible for a generous time off package including vacation, personal days, holidays and other leaves.

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>

Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally.
[Read our handbook \(PDF 30 MB\)](#)

EEO Statement:

The Novartis Group of Companies are Equal Opportunity Employers. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status.

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.

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Employment Type
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