

Associate Director, Marketing Strategy - Immunology

Job ID
REQ-10086829
сен 15, 2026
CША

Сводка

#LI-Hybrid

Help shape the future of care for people living with autoimmune diseases. As the Associate Director, Marketing Strategy - Immunology, you will focus on HCP marketing strategies and lead market shaping, branded promotion, and launch readiness initiatives that support disease awareness and treatment readiness across several potential new indications in Rheumatology. Partnering across General Management, Medical Affairs, Customer Engagement, Market Access, Insights & Analytics, and other Marketing 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 role is based in East Hanover, NJ and will not have the ability to be located remotely. Novartis is unable to offer relocation support for this role; please only apply if this location is accessible for you. This position will require 25% 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 HCP disease-state education strategy to increase understanding of Systemic Lupus Erythematosus (SLE), Lupus Nephritis (LN) and Systemic Sclerosis (SSc), disease burden, diagnostic delays, multidisciplinary care, and ongoing patient management.
- Lead the development and execution of branded launch readiness initiatives, including promotional campaigns, field materials, digital engagement, customer journeys, and omnichannel activation designed to drive awareness, engagement, and future adoption.
- Support advisory boards, expert input sessions, consultant meetings, and insight generation forums to inform market shaping strategy, messaging, education priorities, and launch planning.
- Lead HCP segmentation, journey mapping, and behavioral strategy to identify belief barriers, knowledge gaps, decision points, and priority interventions across Rheumatology providers and other HCPs involved in patient care.
- Translate complex clinical, epidemiologic, and patient journey insights into clear HCP value narratives, scientific storytelling, messaging frameworks, educational content, and behavior-change strategies.
- Partner with other Rheumatology Marketing teammates on congress strategy and execution, including presence planning, scientific exchange alignment, booth or education concepts, post-congress insight capture, and follow-up activation.
- Partner with other Marketing Teams, General Management, Medical Affairs, Field Medical, Customer Engagement, Market Access, Insights & Analytics, Legal, Regulatory, Compliance, 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, 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 specialty, or complex chronic condition HCP marketing experience including market shaping, treatment-readiness planning, cross-functional launch execution.
- Minimum of 3 years of demonstrated experience of leveraging data, analytics, and customer insights to drive personalization at scale within the US with demonstrated ability to translate clinical data, disease burden, and patient journey insights into commercial strategy, HCP messaging, and behavior-change tactics.
- Experience developing HCP disease-state education, advisory boards, KOL engagement plans, and/or congress strategies.
- Experience with HCP segmentation, customer journey optimization, omnichannel engagement, field enablement, and measurement planning.
- Strong cross-functional leadership and ability to collaborate effectively with various stakeholders and teams including General Management, Communications, Legal, Regulatory, Compliance.

Desirable Requirements:

- Background in immunology or other specialty therapeutic area with experience in supporting high-performing brands in highly competitive categories
- Recent pre-launch and launch experience

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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Job Type
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Employment Type
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Shift Work
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