

# Associate Director, Marketing Program Governance

Job ID  
REQ-10073333  
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CUSA

## Сводка

#LI-Hybrid

As Associate Director, Marketing Program Governance, you'll play a pivotal role in shaping how digital marketing operates at scale, with the opportunity to make a visible, enterprise-wide impact. You will establish above brand governance for digital and channel marketing, ensuring consistent, compliant execution while strengthening digital experiences through proactive risk management and operational excellence across the US Integrated Marketing Organization. This highly visible, transformational role is ideal for someone who thrives on driving clarity, speed, and confidence through well designed processes, standards, and cross functional collaboration.

This position will be based in East Hanover, NJ 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 5% travel as defined by the business (domestic and/or international).

## About the Role

### Key Responsibilities:

- Partner cross-functionally to enable compliant activation of marketing programs, features, and enabling technologies.
- Ensure consistent, efficient application of above-brand executional requirements across digital and marketing channels.
- Lead governance forums, for example, the Marketing Implementation Strategy Team (MIST).
- Enable digital innovation across the enterprise, leveraging AI and emerging technologies where appropriate.
- Lead assigned governance initiatives and act as a subject matter expert for marketing program execution.
- Simplify and standardize digital engagement processes using Agile methodologies and clear content standards.
- Co-define business requirements, technical specifications, testing, and deployment for compliant marketing solutions.
- Strengthen Material Approval Process effectiveness through upstream, in-stream, and downstream oversight.
- Translate complex requirements into clear guidance, communications, and working practice documentation.
- Execute optimization cycles to improve process effectiveness and marketing material lifecycle performance.

### Essential Requirements:

- Bachelor's degree required preferably focused in business, marketing, digital media, computer science, engineering, or communications.
- At least five years' marketing experience in pharmaceutical/biotechnology or digital marketing operations roles.
- Experience leading Agile Methodologies or lean Six Sigma
- Demonstrated experience leading cross-functional teams and influencing change in complex, regulated environments.
- Proven experience supporting product, marketing, technology, or digital launches as well as strong project and process management
- Working knowledge of United States pharmaceutical regulatory and compliance requirements for advertising and promotion with proficiency in MLR process and systems, including but not limited to Veeva Vault PromoMats, Aprimo Marketing Cloud or similar DAM/workflow
- Strong understanding of the advertising and creative development lifecycle, including digital channels.
- Comfortable interacting with all levels of the organization, including senior leaders with exceptional facilitation skills to drive consensus quickly in a progressive, change intensive environment.

### Desirable Requirements:

- At least one year of experience in marketing strategy, management consulting, information technology consulting, or analytics roles.
- Experience with channel execution applications: Drupal or SFMC

### Novartis Compensation Summary:

The salary for this position is expected to range between \$160,300 and \$297,700 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.

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### 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](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.

Дивизион

US

Business Unit

General Management

Место

США

Состояние

New Jersey

Сайт

East Hanover

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area

Маркетинг

Job Type

Full time

Employment Type

Regular

Shift Work

No

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