

Associate Director, P2P Marketing

Job ID
REQ-10064232

6月 22, 2026

USA

Available in: English

摘要

#LI - Hybrid

This position will be located at the East Hanover site and will not have the ability to be located remotely. This position will require 20-30% travel as defined by the business (domestic and/ or international).

Novartis is a global company that combines medical science and digital technology to provide life-changing medicines to millions of people. We offer numerous opportunities for growth and development, including global and local cross-functional careers and a wide range of learning programs. Our strong pipeline of medicines ensures continued business growth and enables us to bring innovative treatments to patients quickly.

About the Role

The Associate Director, P2P Marketing will be responsible for design and delivery of best-in-class HCP education / P2P experience for the RLT Portfolio within Novartis US Integrated Marketing Strategy team. This includes applying Novartis P2P/HCP Education capabilities, customer, and TA/Brand insights to design and deliver HCP educational experiences that educate, engage, and help HCPs gain comfort in appropriately prescribing Novartis products. This role will partner with Medical Experts from around the country to design, develop and deliver key deliverables that elevate HCP understanding of the RLT portfolio. In addition, the role will be responsible for operational support with increases and decreases in demand to support projects as needed.

This role will be responsible for day-to-day delivery of HCP education programs that achieve the overall strategy and defined metrics. The role will also share operational insights and knowledge from the HCP education effort to the TA/Brand and HCP Marketers to improve impact. This role will also be responsible for defining key performance standards and driving effective and efficient approaches in HCP education delivery.

Your responsibilities will include, but are not limited to:

- Consistently apply industry best practices and ways of working to deliver leading HCP education
- Partner closely with HCP facing functions and teams to achieve HCP education objectives and deliver an integrated education experience, including across the field
- Partner effectively with the HCP Marketers, Thought Leader Liaison, Congress Management and the Customer Engagement teams to support HCP Education and field communication and training activities, as appropriate

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:

- Minimum of 5 years in commercial Marketing
- Demonstrated ability to build strong business collaborative relationships with various stakeholders and work effectively on a team
- Ability to develop and deliver resources / programs / tactics on time, on scope, on budget, with strong financial acumen
- Detail-oriented with the ability to manage multiple tasks, priorities, and deadlines

Desirable Requirements:

- Commercial Marketing with oncology experience preferred
- Advanced Prostate Cancer experience preferred
- Experience in driving high performing brands in highly competitive categories within the US;

recent launch experience for oncology / specialty treatments / buy and bill experience strongly preferred

- Experience in building scalable HCP education with proven ability to implement and scale that education across various channels preferred

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.

部门
US

Business Unit
General Management

地点
USA

状态
New Jersey

站点
East Hanover

Company / Legal Entity
U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a73fdc048a5e338303173", provider: { widgetId: "10m7rm1pm", partnerId:
"2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false, muted: false, loop:
false }, sources: { options: {}, startTime: 0 }, disableUserCache: "true", plugins: {}, sources: { options:
{}}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu:
false }, components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets:
['Playback', 'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
kPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(kPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(kPlayer.plugins["transcript"]) { config.plugins["playkit-js-transcript"] = { position: "right", // Default:
bottom;('left', 'right', 'top', 'bottom') to enable transcript. expandMode: "over", // Default:
alongside;('alongside', 'hidden', 'over') expandOnFirstPlay: false, showTime: true, downloadDisabled:
false, printDisabled: false, disable: true }; } if (kPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (kPlayer.plugins["navigation"]) { config.plugins.navigation =
{ position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; } if
(kPlayer.plugins["hotspots"]) { config.plugins["playkit-js-hotspots"] = { disable: true }; } if
(kPlayer.plugins["moderation"]) { config.plugins["playkit-js-moderation"] = { disable: true }; } if
(kPlayer.plugins["info"]) { config.plugins["playkit-js-info"] = { disable: true }; } if
(kPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents = []; if
(kPlayer.plugins["googleAnalytics"]) { config.plugins.googleTagManager = {};
config.plugins.googleTagManager.customEventsTracking = {};
config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
config.plugins.googleTagManager.customEventsTracking.custom = [];
config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents:
false, playlistEvents: false, castEvents: false } }; }
```

```
// Ensure the global player registry array always exists, regardless of embed type.
window.kalturaPlayerVideos = window.kalturaPlayerVideos || []; try { var thumbEmbedPromise =
thumbnailEmbed({config, mediaInfo: {entryId: "1dgfvmafo"}}); // thumbnailEmbed() returns a
Promise that resolves with the player instance // when the user clicks the thumbnail. Use .then() to
capture the player directly. thumbEmbedPromise .then(function(player) {
window.kalturaPlayerVideos.push(player); // Notify kalturaadatalayer.js that a new player is ready so
it can // attach custom event listeners immediately, regardless of when // the user clicked the
thumbnail relative to page load. document.dispatchEvent(new CustomEvent('kalturaPlayerReady', {
detail: { player: player } })); }) .catch(function(error) { console.error(error); }); } catch (e) {
console.error(e.message) }
```

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