

Associate Director, CML Marketing- Hematology " >

Job ID
328901BR
USA

Job Description

Job Purpose:

Over 108,000. That's how many US patients our oncology products touched in 2021. And while we're proud of that, in this world of digital and technological transformation, we must also ask ourselves this: how can we continue to improve and extend even more people's lives? We believe the answers are found when curious, courageous and collaborative people like you are empowered to ask new questions, make bolder decisions and take smarter risks.

The Associate Director will focus on CML marketing initiatives that support the development of the brand identity. Candidate will specifically focus on creating and implementing results to ensure an outstanding launch. You will work closely with marketing colleagues to enable superb, highly driven tactical implementation of brand promotional & market shaping strategies with a specific focus on marketing tactics.

Responsibilities:

- Inform brand strategy with customer insights
 - o Solicit and incorporate key insights from multiple sources (e.g., field intelligence, market research, medical experts)
- Develop and execute marketing tactics for brand, with a focus on HCP
 - o Strategically develop and lead marketing plans and implement activities and tactics. Lead the budgeting requests and execute the initiatives – on budget and on time
 - o Enable launch success in a hybrid (live and virtual) selling environment
 - o Independently lead a range of initiatives from concept to execution (e.g., brand marketing, P2P medical education, regional conference materials and across all channels)
 - o Lead projects through appropriate medical, legal, regulatory approvals
 - o Measure impact of initiatives and adjust accordingly
- Ensure field force is properly supported to deliver flawless execution
- Collaborate cross functionally to ensure alignment and optimal deliverables
 - o Field sales, medical, market access, global, training, business analytics/market research, digital, HEOR, scientific communications
- Lead external agency partners to achieve brand objectives
- Execute administrative duties
 - o A&P budget management, assessment of new opportunities, market development planning, annual tactical planning

Diversity & Inclusion / EEO

The Novartis Group of Companies are Equal Opportunity Employers and take pride in maintaining a diverse

environment. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, gender, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status. We are committed to building diverse teams, representative of the patients and communities we serve, and we strive to create an inclusive workplace that cultivates bold innovation through collaboration and empowers our people to unleash their full potential.

Minimum Requirements

What you'll bring to the role:

- Education: Bachelor's Degree in business and/or biological science education with a concentration in marketing are preferred (MBA a plus)
- Minimum of 4 years pharmaceutical marketing experience should include a detailed understanding of marketing processes and experience in product management as well as market research, advertising, sales training and/or sales. Launch experience is preferred
- Proficient in planning and implementing marketing strategy; success with leading marketing projects
- Proven experience establishing and engaging customer groups, partners internally and externally to gain deep insights to evolve brand strategy and communication
- Solid record of accomplishment showing strong critical thinking, problem-solving and decision-making aptitude. Strong interpersonal, communication, presentation skills, and management of agencies
- Ability to build strong, cross-functional relationships to demonstrate Novartis' expertise to accomplish business goals and customer objectives
- Strong analytical, strategic thinking, and project management skills
- Proven leadership skills and presence in highly visible role with proven business results.

You'll receive:

Competitive salary, annual bonus, long term incentive for select levels, health insurance, paid vacation/holidays, and the potential of flexible working arrangements.

Why consider Novartis?

769 million. That is how many lives our products touched in 2020. And while we're proud of that fact, in this world of digital and technological transformation, we must also ask ourselves this: how can we continue to improve and extend even more people's lives?

We believe the answers are found when curious, courageous and collaborative people like you are brought together in an inspiring environment. Where you're given opportunities to explore the power of digital and data. Where you're empowered to risk failure by taking smart risks, and where you're surrounded by people who share your determination to tackle the world's toughest medical challenges.

We are Novartis. Join us and help us re-imagine medicine.

Commitment to Diversity & Inclusion:

Novartis embraces diversity, equal opportunity and inclusion. We are committed to building diverse teams, representative of the patients and communities we serve, and we strive to create an inclusive workplace that cultivates bold innovation through collaboration, and empowers our people to unleash their full potential.

Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to learn more about Novartis and our career opportunities, join the Novartis Network here:

<https://talentnetwork.novartis.com/network>

Division

ONCOLOGY

Business Unit

ONCOLOGY BU

Location

USA

Site

East Hanover, NJ

Company / Legal Entity

Novartis Pharmaceuticals

Functional Area

Marketing

Job Type

Full Time

Employment Type

Regular

Shift Work

No

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