

## **Associate Director, Customer Experience, Dermatology " >**

Job ID

325070BR

Oct 26, 2021

USA

### **Job Description**

3.5 million people are affected by Hidradenitis Suppurativa (hi-drad-uh-NIE-tis sup-yoo-ruh-TIE-vuh) a chronic, debilitating, inflammatory disease, which affects up to 1% of the U.S. population. Hidradenitis suppurativa (HS) is a skin condition that causes small, painful lumps to form under the skin. HS can get worse over time and progress to form tracts or tunnels between abscesses deep within the skin, as well as scarring on the surface. The disease is often misdiagnosed and leads to a 7 year delay in diagnosis. While some interventions exist for treatment of HS, including topical therapies, oral therapies, biologic therapies, surgery, and laser and light interventions, the unmet need remains as the majority of patients are not adequately treated and continue to suffer.

The Associate Director Customer Experience, Diagnosis/Activation, will be responsible for Direct-to-Consumer (DTC) disease education and promotional efforts for hidradenitis suppurativa (HS) pre and post FDA approval, with a focus on driving diagnosis and activating patients. The person in this role will be responsible for strategic planning, implementation and execution of the HS DTC launch strategy, marketing mix and operation plans to address the unmet needs of patients. This person will closely partner with the cross-functional and extended team members to develop the omni-channel strategy and ensure a positive customer experience across the patient journey to deliver on key business objectives and priorities.

General responsibilities will include, but are not limited to:

- Lead the execution and evolution of the HS DTC launch strategy, priorities and activities based on learned insights and patient unmet needs
- Ensure appropriate market analysis and competitive benchmarking is conducted to inform both disease state education and brand marketing programs and tactics
- Study the socio-demographic characteristics of our targeted consumers, their needs, criteria and attitudes consumption patterns of strategic products
- Maintain effective internal communications to ensure relevant company functions are informed of marketing objectives and key initiatives and work with other brand marketers to ensure alignment and campaign/message consistency across customers and channels
- Effectively interact with internal customer groups (e.g. Sales, TLLs) to understand needs and handle requests as needed; aid in the development of field facing updates and communications
- Collaborate with Global on strategic initiatives and brand issues; align with Global, as appropriate, on global brand strategy
- Serve as liaison to Communications and Patient Advocacy to ensure tactical execution of all initiatives and sponsorships
- Other duties and responsibilities as assigned

Specific responsibilities related to the role:

- Develop and deliver DTC omni-channel tactics (including disease education communications, resources and tools)
- Lead implementation of consumer tactics, including but not limited to CRM, OLV, social media, mobile, website, SEM/SEO, Display, Print, etc.
- Partnering with broader Customer Experience team, Digital Marketing team and CRM agency on executing innovative unbranded and branded CRM campaigns to nurture leads and activate new patient starts
- Secure internal Legal, Medical and Regulatory approval for all program tactics aligned to brand objectives
- Develop and understand the Customer Experience strategy and objectives in conjunction with peers, while regularly collaborating with the cross functional team to enhance consistency and effectiveness of all programs
- Strong learning agility / growth mindset

## **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: (requirements)

- Bachelor's degree with at least 5 years of progressive Marketing experience, with significant understanding of consumer and digital marketing
- Consumer Pharmaceutical marketing and / or Consumer packaged goods experience preferred
- Experience in traditional (TV, Print, Point of Care), CRM, digital marketing and non-traditional innovative channels with proven success in developing and executing DTC plans
- Launch and multi-indication experience is a plus
- Dermatology Marketing experience is a plus
- Demonstrated ability to apply patient insights to business decisions
- Excellent quantitative abilities and communication skills (written, verbal and presentation).
- Solid analytical and strategic thinking with proven ability to translate strategy and analysis to tactical, executable level
- Strong cross-functional leadership skills
- Excellent organization and project management skills

What you'll receive:

Competitive salary, annual bonus, long term incentive for select levels, health insurance, paid vacation/holidays, flexible working arrangements, employee recognition program, employee referral program

Why consider Novartis?

769 million. That's how many lives our products touch. 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.

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>

We are Novartis. Join us and help us reimagine medicine.

Division

PHARMA

Business Unit

US PHARMA

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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