

## **Director, NPP and NGE Activation- Immuno-Oncology " >**

Job ID  
327500BR  
Oct 19, 2021  
USA

### **Job Description**

Job Purpose:

143 Thousand. That is the number of people in the US expected to lose their battle with Lung Cancer this year. We need more treatment options; and at Novartis, we are reimagining medicine to provide innovative therapies to address this challenge. We are looking for curious, energized, passionate people to join us to help bring new products to market. Maybe that is you.

The Director, NPP & NGE Activation- Immuno-Oncology, will be responsible for delivering the Non-Personal Promotion and Next Generation Engagement strategy, activation, and implementation focused on Oncologists across multiple planned indications including, but not limited to, Esophageal Cancer, Lung Cancer, Gastric Cancer, Urothelial Cancer and Nasopharyngeal Cancer. This role includes defining and integrating the overall HCP ecosystem with non-personal and personal touchpoints to deliver a novel surround sound customer engagement.

The Director will also be responsible for developing the launch strategy and leading the launch execution for certain indications that are selected to be digital-only launches together with the indication marketing lead and cross-functional partners. This position will be located in East Hanover, NJ and will not have the ability to be located remotely.

Responsibilities:

- Lead Non-Personal Promotional activities, including all digital channels
- Lead and partner with HCP/Indication marketers, digital partners (including agencies) and analytics colleagues to ensure cohesive activation of Next-Generation Engagement across all channels in both the pre-launch and post-approval environment
- Translate new ways of reaching the customer and measure impact quickly, with the ability to scale or pivot as necessary quickly
- Lead design and activation of programs to transform the marketing capability to the Omni channel approach
- Translate and activate a new, groundbreaking commercial model (NGE)
- Ability to understand HCP journey and apply marketing strategies and tactics at support points
- Build & deliver digital content with an agile mindset in a dynamic environment: from insight generation to prototyping to testing to subsequent iterations; challenge and lead organization processes that impede this approach to unlock vision potential

### **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:

- Bachelor's degree required, Advanced degree preferred (e.g., MBA, MD, Pharm. D., PhD.)
- Minimum 10 years of Oncology brand marketing experience required, inclusive of demonstrated success in HCP marketing, multi-channel marketing execution with oncology challenger brand and launch experience strongly preferred
- Minimum of 3 years US marketing experience with demonstrated success in non-personal / digital tactics required
- Proven project management experience, demonstrated success in managing multiple priorities, knowledge and experience in navigating the medical/regulatory/legal approval process
- Proven ability to collaborate, operate, and influence cross-functionally
- Proven leadership skills and presence in highly visible role with proven business results
- Strong interpersonal, communication, presentation skills, and management of agencies
- Ability to translate complexity to a simple roadmap for teams
- Ability to develop, manage, and nurture internal and external customer relationships

You'll receive:

Competitive salary, annual bonus, long term incentive for select levels, health insurance, paid vacation/holidays, potential 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  
[Apply to Job Access Job Account](#)



Job ID  
327500BR

## **Director, NPP and NGE Activation- Immuno-Oncology**

[Apply to Job Access Job Account](#)

---

**Source URL:** <https://www.novartis.com/careers/career-search/job-details/327500br/director-npp-and-nge-activation-immuno-oncology>

### **List of links present in page**

- <https://www.novartis.com/careers/career-search/job-details/327500br/director-npp-and-nge-activation-immuno-oncology>
- <https://sjobs.brassring.com/TGnewUI/Search/home/HomeWithPreLoad?PageType=JobDetails&partnerid=13617&siteid=5260&jobid=2745609&AL=1>