



Associate Director, Eyecare Consumer Marketing " >

Job ID
321612BR
USA

Job Description

An estimated 36 million patients in the US report having symptoms of dry eye disease (DED) and approximately 17 million patients have been diagnosed. Though DED is one of the most common reasons a patient visits an eye care professional (ECP), under 2 million patients are treated with a prescription medication. As the quality of life of millions of patients is negatively impacted by the signs and symptoms of DED, a significant unmet need exists.

At Novartis we are reimagining medicine to address some of society's most challenging healthcare issues. We discover and develop breakthrough treatments and find new ways to deliver them to as many people as possible.

The Associate Director of Eyecare Consumer Marketing will help build, shape and execute the Direct to Consumer strategy. He or she will lead agency and internal partners to develop and execute strategically sound, ROI generating integrated marketing communications plans and world-class creative to break through the highly competitive market.

Your responsibilities will include but are not limited to:

- Lead day to day development and execution of Direct-to-consumer (DTC) advertising plans across multiple channels, including national / addressable / targeted TV, print, audio, and point of care.
- Leverage data and analytics to uncover insights and drive data-based decision making to manage and optimize in-market performance of campaigns
- Translate consumer insights into actionable strategies and messages to activate target
- Assist in the development of consumer market research, and other strategic projects, and develop specific insights in order to inform strategy
- Lead and manage media planning for total consumer marketing ecosystem
- Champion and lead consumer brand planning process to solidify and accelerate market position
- Help establish a clear, distinctive, and market-leading brand
- Collaborate with HCP marketing and field teams to enable the successful pull-through of patient support materials
- In collaboration with Patient Support Services team, develop programs to optimize product access and adherence

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

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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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