

# AD, Marketing Strategy - 2 positions - Myotonic Dystrophy

Job ID

REQ-10077627

May 11, 2026

LOC\_US

## About the Role

### Key Responsibilities:

- Partner with the Director, Marketing Strategy, to develop a cohesive and integrated brand marketing strategy and campaign grounded in customer insight for a new launch
- Establish brand-relevant behavior-based strategies, create engaging and relevant content and concepts for adaptation into personalized and tailored experiences
- Share and embed knowledge on best practices to engage HCPs and patients and change behavior across the full brand lifecycle
- Implement best in class professional promotion and digital marketing strategies that align to brand goals and maximize business results.
- Ensure HCP and Patient Personal Promotion and Digital plans are appropriately implemented and optimized.
- Support and deliver an integrated plan for the brand to achieve the Product strategy and objectives; define resourcing required and managing the allocated budget for HCPs, collaborating effectively across strategic partners including Novartis Patient Support and Communications and Engagement
- Drive excellence in developing the assets and ensure a holistic ecosystem of channels that deliver impact and engagement to enable adaptation across the end-end experience, partnering closely with the Customer Experience Planning and Optimization team
- Drive the understanding of market conditions and competitive readiness.
- Provide business requirements and input into selecting the agency (AoR) for brand marketing and partner with Operations to maximize agency relationships

### Essential Requirements:

- Bachelor's degree in related field is required; Master of Science, PharmD or MBA preferred
- Minimum of 5 years of experience in commercial Marketing
- Minimum of 3 years of demonstrated experience of leveraging data, analytics, and customer insights to drive personalization at scale in the US market
- Experience supporting a new function or launch brand
- Experience in supporting high performing brands in highly competitive categories within the US; recent launch experience for blockbuster specialty treatments preferred.
- Strong cross-functional leadership and ability to collaborate effectively with various stakeholders and teams including Product, Communications, Legal, Regulatory, Compliance and Global
- Excellent written and oral communication skills with the ability to effectively communicate complex ideas and information to a range of audiences and stakeholders

### Desirable Requirements:

- Rare disease with neuroscience and/or neuromuscular therapeutic area experience
- Multi-functional experience in either the pharmaceutical or healthcare industry; experience in consumer-packaged goods is also a plus

### 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.

## Role Requirements

**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 \(PDF 30 MB\)](#)

Division

DIV\_IU

Business Unit

Marketing

Location

LOC\_US

Site

East Hanover

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Alternative Location 1

LOC\_US

Functional Area

FCT\_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

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