

Director, RLT Patient Marketing

Job ID

REQ-10082079

Jul 07, 2026

LOC_US

About the Role

Key Responsibilities:

- Work effectively with the Marketing Strategy Lead and the DTC Marketers to develop a cohesive and integrated marketing strategy and campaign, grounded in customer insight
- Work across highly complex brands and provide strategic direction on DTC work to the Marketing Lead
- Establish brand-specific DTC domain expertise, and create engaging brand-centered content and concepts for adaption into personalized and tailored experiences
- Translate in market data signals to actions that lead to behavior change
- Foster a high performing team that proactively and effectively interfaces across key functions to achieve the product strategies and objectives
- Define and deliver the brand's DTC integrated plan to achieve the Product Strategy and objectives; define resourcing required and manage the allocated budget for DTC
- Drive excellence in developing assets for DTC to enable adaptation across the end-end experience, partnering closely with the Customer Experience Planning team
- Drive best in class digital marketing strategies that align to brand goals and maximize business results and ensure digital plans are appropriately implemented and optimized.
- Collaborate with Product Strategy on integrated strategy, plan, and asset(s), as appropriate
- Share and embed knowledge on best practices to engage patients and change behavior across the full brand lifecycle and drive behavior change

Essential Requirements:

- Bachelor's degree in a related field is required; Master of Science, and/or MBA preferred
- Minimum of 8 years of experience in commercial Marketing with multi-functional experience in Pharma or Healthcare preferred
- Experience in driving high performing brands in highly competitive categories within the US
- Minimum of 5 years of demonstrated experience of leveraging data, analytics, and customer insights to drive personalization at scale
- Demonstrated ability to build strong business collaborative relationships with various stakeholders and work effectively on a team
- Transformational leader with strategic experiences to transform the business into next generation engagement
- Track record of fostering high performing teams
- Excellent written and oral communication skills with the ability to effectively communicate complex ideas and information to a range of audiences and stakeholders
- Ability to develop and deliver resources/programs/tactics on time, on scope, on budget, with strong financial acumen

Desirable Requirements:

- Recent launch experience for oncology, prostate cancer or specialty treatments strongly preferred

Novartis Compensation Summary:

The salary for this position is expected to range between \$185,500 and \$344,500 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

General Management

Location

LOC_US

Site

East Hanover

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area

FCT_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

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