

Associate Director, Enterprise Marketing Partnerships

Job ID

REQ-10086119

Sep 20, 2026

LOC_US

About the Role

Key Responsibilities:

- Partnership Development & Execution:
 - Evaluate partnership opportunities and recommend those aligned with Novartis' enterprise strategy and brand priorities.
 - Help shape partnership strategy within approved priorities, and translate approved strategies into execution plans, timelines, and deliverables.
- Day-to-Day Partnership Leadership:
 - Manage relationships with select external partners.
 - Lead execution across priority partnerships (e.g., large-scale sports, cultural, or advocacy platforms), ensuring deliverables are completed on time, within scope, and aligned to agreed objectives.
 - Navigate internal reviews (legal, medical, regulatory, privacy, brand) and approval processes, leading select submissions independently while coordinating stakeholder input and alignment for others to enable timely and compliant activation.
 - Support team hospitality planning and activation execution tied to key partnership moments.
- Consumer Experience & Omnichannel Activation:
 - Support omnichannel campaign activation tied to enterprise platforms, including large awareness initiatives, screenings, education, and cultural moments.
- Cross-Functional Collaboration:
 - Facilitate alignment across internal teams, agency partners, and external stakeholders, ensuring clear ownership, decision-making, and follow-through across complex initiatives.
- Agency & Vendor Management:
 - Manage agency teams and vendor workstreams across activation development, experiential execution, content planning, asset management, and reporting. Support leadership oversight of agency scopes, budget tracking, and performance evaluation, as needed.
- Performance Tracking & Optimization:
 - Monitor partnership asset utilization, activation progress, and delivery status, proactively identifying risks and opportunities across the portfolio.
 - Contribute insights and recommendations to optimize current partnerships and inform future planning.
- Stakeholder Communication:
 - Prepare concise executive updates, briefings, and decision materials that communicate partnership progress, performance, risks, opportunities, and recommendations.

Essential Requirements:

- Bachelor's degree required; master's degree in business, marketing, or a related field preferred.
- At least five years of experience in partnership marketing, integrated marketing, or sponsorship activation, preferably within healthcare, pharmaceuticals, or another highly regulated industry.
- Two years of experience managing complex programs across multiple internal and external stakeholders.
- Proficiency in using artificial intelligence tools to develop executive summaries and enhance presentation content.
- Strong project management skills with the ability to manage multiple workstreams simultaneously.

- Comfort navigating cross-functional teams and agency partners in a matrixed organization.
- Strong executive communication, stakeholder management, and problem-solving skills.

Desirable Requirements:

- ◦ Experience in pharmaceutical, biotech, healthcare, or healthcare consulting environments, including global or multi-market work.
- Experience supporting major sports leagues, advocacy organizations, or enterprise partnerships, with entertainment, nonprofit, or cultural platform experience preferred.

Novartis Compensation Summary: The salary for this position is expected to range between \$160,300.00 and \$297,700 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

Division

DIV_IU

Business Unit

General Management

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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