NOVARTIS

# AD, Digital Marketing Optimization

Job ID
REQ-10076093
Sep 24, 2026
LOC_US

## About the Role

The Associate Director, Digital Marketing Optimization will lead the ongoing optimization of in-market experiences across audiences, content, channels, and media placements to drive marketing effectiveness against strategic objectives. This remit includes campaign measurement planning, institution of best practices, and delivery of innovative capabilities in data and analytics. This leader will bring their extensive knowledge of the digital ecosystem coupled with data science expertise to improve the effectiveness and efficiency of our promotional investments.

Responsibilities include, but are not limited to:

- Work in close collaboration Marketing Strategy and Customer Experience teams to improve strategic outcomes through best-in-class digital analytics capability
- Establish comprehensive measurement plans for media, creative assets, CRM, websites, and digital health solutions considering both diagnostic and outcome metrics
- Deploy the Experience Optimization Playbook to standardize the in-market optimization process across brands
- Drive the development of actionable KPI dashboards with clear alignment to business goals
- Design A/B tests and other digital experimentation to quickly achieve key learning objectives
- Design & conduct innovative digital health solution measurement considering all aspects of both short & long-term value to both patients & HCPs
- Ongoing assessment of innovation in the digital analytics landscape and potential opportunities for Novartis
- Coach and develop team members on both digital analytics & data storytelling
- Direct agency partners and manage to high-quality, accurate, on-time delivery

Minimum Requirements:

- A minimum of a BA/BS degree is required.
- Minimum 7 years' experience using data & analytics to support business decisions
- Deep knowledge of digital media buying ecosystem across programmatic, search, social, etc.
- Hands on experiences with web analytics including A/B testing (Google, Adobe, etc.)
- Solid understanding of database structures, data wrangling, cleansing, and manipulation
- Project management experience and ability to manage multiple projects while consistently meeting deadlines
- Demonstrated experience in requirement collection and translation, and solution delivery to meet those requirements
- Must be curious with an openness to new thinking balanced with realistic business needs
- Proven self-starter with high standards of excellence and an innovative mind
- Demonstrated leadership skills and ability to coach and manage team members
- Ability to manage for results under ambiguity
- Strong interpersonal, communication, and analytical skills
- Experience synthesizing information to develop recommendations and communicate clearly to influence and negotiate based on recommendations
- Excels at interacting with a diverse group of people, all levels of management, including senior leadership
- Forward-thinking and can identify the next great breakthrough idea; is creative, a visionary, and can manage innovation; is an effective strategist full of ideas and possibilities; sees multiple futures; has broad interests and knowledge; can both create and bring exciting ideas to market; comfortable speculating about alternative futures without all of the data

The pay range for this position at commencement of employment is expected to be between: $152,600.00 and $283,400.00

a year; however, while salary ranges are effective from 1/1/26 through 12/31/26, fluctuations in the job market may necessitate adjustments to pay ranges during this period.  Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills, and abilities. The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units, and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans will be provided if an employee receives an offer of employment. If hired, employee will be in an “at-will position” and the Company reserves the right to modify base salary (as well as any other discretionary payment or compensation program) at any time, including for reasons related to individual performance, Company or individual department/team performance, and market factors.

## Role Requirements

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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