NOVARTIS

Senior Marketing Manager - Established Medicines

Job ID
REQ-10090648
Nov 11, 2026
LOC_US

About the Role

Key Responsibilities:

- Support development of cohesive, integrated brand marketing strategies and campaigns grounded in customer insights.
- Develop working knowledge of the brand, disease state, audience, and customer needs to support relevant activations, content, and personalized experiences.
- Contribute to the sharing and application of marketing best practices to improve customer engagement and support behavior change across the brand lifecycle.
- Support execution of promotional, digital, and integrated marketing tactics aligned to approved strategy, brand goals, and business objectives.
- Contribute to a high-performing team culture by collaborating effectively across key functions, agencies, and strategic partners.
- Support delivery of integrated marketing plans, including coordination of timelines, deliverables, stakeholder inputs, budget tracking, and executional needs.
- Support the creative brief process, agency coordination, content development, and executional follow-through to ensure quality, strategic alignment, and timely delivery.

Essential Requirements:

- Bachelor’s degree in a related field; PharmD or MBA preferred
- Minimum of 3 years of commercial Marketing experience ormulti-functional experience preferably in Pharmaceutical or Healthcare
- Demonstrated ability to apply data, analytics, market research, and customer insights to support marketing recommendations.
- Experience in supporting high-performing brands in highly competitive categories within the US
- Experience collaborating with cross-functional partners such as Legal, Regulatory, Medical, and Compliance
- Strong written and verbal communication skills, with the ability to translate complex information into clear, actionable outputs.
- Detail-oriented with the ability manage multiple priorities, timelines, stakeholders, and deliverables in a matrixed environment.
- Experience with digital marketing, non-personal promotion, omnichannel marketing, social, media, content strategy, customer experience planning, or campaign optimization preferred.

Desirable Requirements:

- Relevant therapeutic area experience

Novartis Compensation Summary:

The salary for this position is expected to range between $126,000 and $234,000.00per 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
Marketing
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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