

# AD, Peer-to-Peer Marketing Strategy

Job ID  
REQ-10039907  
Feb 08, 2025  
USA

## Summary

The Associate Director, Peer to Peer Marketing is a strategic marketing role within the Integrated Marketing Organization, dedicated to the consistent delivery of top-tier Peer-to-Peer Education for the Breast & Woman's Cancer team. The role is designed to elevate peer to peer promotional activities and create a broad ecosystem of education. This role will also be the lead to create and execute educational experiences at congresses but also foster confidence in appropriately selecting and prescribing Novartis products in line with marketing strategies.

This role is based in East Hanover, NJ and will not have the ability to be located remotely. Novartis is unable to offer relocation support for this role; please only apply if this location is accessible for you. This position will require up to 20% travel as defined by the business (domestic and/ or international).

#LI-Hybrid

## About the Role

### Key Responsibilities:

- Serve as a marketing point of contact across teams and functions, partnering closely with professional promotions marketing team, media, and digital team, medical, and sales leadership to effectively build and deliver P2P strategy & tactics that resonates with the marketing strategy and brand vision.
- Define and implement an impactful delivery of P2P marketing, utilizing marketing analytics to measure success and drive program enhancements.
- Identify and apply industry-leading best practices in peer-to-peer marketing, ensuring improved consistency and impact across HCP education initiatives.
- Share best practices across the marketing strategy team fostering a culture of marketing collaboration and brand consistency.
- Contribute to the development of the HCP experience roadmap and HCP Impact plan, integrating marketing campaigns with educational components to enhance HCP engagement.
- Partner with HCP facing functions and teams, including the field, to achieve and deliver an integrated education experience.
- Collaborate with the HCP Marketer and the Customer Engagement teams to support field communication and training activities, as appropriate, ensuring alignment with overall marketing campaigns.

### Essential Requirements:

- Education: Bachelor's degree in a related field is required; Master of Science, or MBA preferred.
- A minimum of 5 years of commercial marketing experience with a proven track record of building scalable

programming.

- 2+ years of pharmaceutical industry experience
- Demonstrated ability to communicate scientific data effectively to a variety of audiences.
- Experience in driving enterprise-wide initiatives that enhance the HCP experience and demonstrate measurable improvements.
- Proven project management skills, with the ability to lead and deliver multiple top-priority projects on time, within scope, and on budget. A strategic and analytical mindset is essential, as demonstrated by key projects or initiatives.
- Accomplished cross-functional leadership skills, with the ability to collaborate effectively with various teams and stakeholders.

#### **Desirable Requirements:**

- Multi-functional strategic experience in pharmaceutical or healthcare

**Commitment to Diversity & Inclusion:** Novartis is committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

The pay range for this position at commencement of employment is expected to be between \$145,600 and \$270,400/year; however, while salary ranges are effective from 1/1/25 through 12/31/25, 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.

**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>

**Join our Novartis Network:** Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up: <https://talentnetwork.novartis.com/network>

**Benefits and Rewards:** Read our handbook to learn about all the ways we’ll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

#### **EEO Statement:**

The Novartis Group of Companies are Equal Opportunity Employers. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status.

#### **Accessibility & Reasonable Accommodations**

The Novartis Group of Companies are committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the application process, or to perform the essential functions of a position, please send an e-mail to [us.reasonableaccommodations@novartis.com](mailto:us.reasonableaccommodations@novartis.com) or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

Division

US

Business Unit

Innovative Medicines

Standort

USA

State

New Jersey

Site

East Hanover

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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