

# Associate Director, Marketing Program Governance

Job ID

REQ-10073333

Mar 11, 2026

LOC\_US

## About the Role

### Key Responsibilities:

- Partner cross-functionally to enable compliant activation of marketing programs, features, and enabling technologies.
- Ensure consistent, efficient application of above-brand executional requirements across digital and marketing channels.
- Lead governance forums, for example, the Marketing Implementation Strategy Team (MIST).
- Enable digital innovation across the enterprise, leveraging AI and emerging technologies where appropriate.
- Lead assigned governance initiatives and act as a subject matter expert for marketing program execution.
- Simplify and standardize digital engagement processes using Agile methodologies and clear content standards.
- Co-define business requirements, technical specifications, testing, and deployment for compliant marketing solutions.
- Strengthen Material Approval Process effectiveness through upstream, in-stream, and downstream oversight.
- Translate complex requirements into clear guidance, communications, and working practice documentation.
- Execute optimization cycles to improve process effectiveness and marketing material lifecycle performance.

### Essential Requirements:

- Bachelor's degree required preferably focused in business, marketing, digital media, computer science, engineering, or communications.
- At least five years' marketing experience in pharmaceutical/biotechnology or digital marketing operations roles.
- Experience leading Agile Methodologies or lean Six Sigma
- Demonstrated experience leading cross-functional teams and influencing change in complex, regulated environments.
- Proven experience supporting product, marketing, technology, or digital launches as well as strong project and process management
- Working knowledge of United States pharmaceutical regulatory and compliance requirements for advertising and promotion with proficiency in MLR process and systems, including but not limited to Veeva Vault PromoMats, Aprimo Marketing Cloud or similar DAM/workflow
- Strong understanding of the advertising and creative development lifecycle, including digital channels.
- Comfortable interacting with all levels of the organization, including senior leaders with exceptional facilitation skills to drive consensus quickly in a progressive, change intensive environment.

### Desirable Requirements:

- At least one year of experience in marketing strategy, management consulting, information technology consulting, or analytics roles.
- Experience with channel execution applications: Drupal or SFMC

### Novartis Compensation Summary:

The salary for this position is expected to range between \$160,300 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

**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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