

Associate Director, P2P Marketing

Job ID

REQ-10064232

Jun 03, 2026

LOC_US

About the Role

The Associate Director, P2P Marketing will be responsible for design and delivery of best-in-class HCP education / P2P experience for the RLT Portfolio within Novartis US Integrated Marketing Strategy team. This includes applying Novartis P2P/HCP Education capabilities, customer, and TA/Brand insights to design and deliver HCP educational experiences that educate, engage, and help HCPs gain comfort in appropriately prescribing Novartis products. This role will partner with Medical Experts from around the country to design, develop and deliver key deliverables that elevate HCP understanding of the RLT portfolio. In addition, the role will be responsible for operational support with increases and decreases in demand to support projects as needed.

This role will be responsible for day-to-day delivery of HCP education programs that achieve the over-all strategy and defined metrics. The role will also share operational insights and knowledge from the HCP education effort to the TA/Brand and HCP Marketers to improve impact. This role will also be responsible for defining key performance standards and driving effective and efficient approaches in HCP education delivery.

Your responsibilities will include, but are not limited to:

- Consistently apply industry best practices and ways of working to deliver leading HCP education
- Partner closely with HCP facing functions and teams to achieve HCP education objectives and deliver an integrated education experience, including across the field
- Partner effectively with the HCP Marketers, Thought Leader Liaison, Congress Management and the Customer Engagement teams to support HCP Education and field communication and training activities, as appropriate

What you'll bring to the role:

Education: Bachelor's degree in a related field is required; Master of Science, and/or MBA preferred

Essential Requirements:

- Minimum of 5 years in commercial Marketing
- Demonstrated ability to build strong business collaborative relationships with various stakeholders and work effectively on a team
- Ability to develop and deliver resources / programs / tactics on time, on scope, on budget, with strong financial acumen
- Detail-oriented with the ability to manage multiple tasks, priorities, and deadlines

Desirable Requirements:

- Commercial Marketing with oncology experience preferred
- Advanced Prostate Cancer experience preferred
- Experience in driving high performing brands in highly competitive categories within the US; recent launch experience for oncology / specialty treatments / buy and bill experience strongly preferred
- Experience in building scalable HCP education with proven ability to implement and scale that education across various channels preferred

Novartis Compensation Summary:

The salary for this position is expected to range between \$152,600 and \$283,400 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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