

# Associate Director, US Neuroscience Communications

Job ID

REQ-10079407

Jun 04, 2026

LOC\_US

## About the Role

### Job Responsibilities

- Support development and execution of integrated communications strategy based on deep understanding of market dynamics, communications trends, and audience insights, with emphasis on rare disease brands and pipeline assets, reflecting the unique needs of patients, caregivers, and advocacy communities
- Apply and contribute to rare disease communications best practices across NS, including patient-centric storytelling, disease education, and issues-aware engagement
- Effectively use AI enabled tools to support communications planning, content development and insights generation - consistent with enterprise standards - to realize efficiencies
- Partner closely with Patient Advocacy and cross-functional teams to ensure communications approaches are aligned, empathetic, and appropriate for rare disease communities
- Serve as an integral and well-informed partner to cross-functional business teams to identify when and where Communications can drive the greatest impact in support of Brand and Therapeutic Area strategy
- Engage & integrate functional expertise including media relations, digital marketing, internal & executive communications, patient & issues advocacy, and market & audience analytics to support key Brand and Therapeutic Area programs & activities
- Deliver executional excellence, while being fully consistent with the evolving legal, regulatory and compliance environment
- Maximize ROI for communications budget and public relations agency

### Key Performance Indicators

- Impact of communications insights and strategies on brand and organizational goals; recognition of their quality
- Functional alignment of communications strategies, priorities and objectives across therapeutic area
- Utilization of OGSM framework planning approach with measurable results and assessment
- Success rate in issue management in areas/geographies critical to the business
- Feedback from internal and external stakeholders on collaboration, thought leadership, expertise
- Ownership of development plan

### Essential Requirements:

- Bachelor's degree required
- 7+ years of experience in communications with significant prior experience in brand communications disciplines
- Management of agency partners and budget
- Crisis and issues management
- Pharmaceutical experience preferred

### Skills:

- Strategic and critical thinking skills and collaborative mindset
- Proficient in data storytelling
- Ability to effectively analyze audience and market data to inform communication approach
- Strong communications abilities including storytelling, writing and presentation skills
- Ability to understand and predict the impact of communications strategies on brand and organizational goals
- Ability to manage and implement integrated (multi-audience, multi-channel) communication plans, campaigns and

projects against business objectives and priorities, and measure effectiveness of efforts

## Benefits & Rewards

The salary for this position is expected to range between \$126,000 and \$234,000 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.

**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>

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Division

DIV\_CE

Business Unit

Corporate & Division Services

Location

LOC\_US

Site

East Hanover

Company / Legal Entity

U061 (FCRS = US002) Novartis Services, Inc.

Functional Area

FCT\_CA

Job Type

Full time

Employment Type

Regular

Shift Work

No

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