

# Manager, Peer to Peer Marketing Delivery

Job ID  
REQ-10012162  
Jul 01, 2024  
USA

## Summary

### Location:

This position will be located at East Hanover, NJ and will not have the ability to be located remotely. This position will require 20% travel as defined by the business (domestic and/ or international). Please note that this role would not provide relocation and only local candidates will be considered.

### About this Role:

The Manager, Peer to Peer Marketing, also referred to as Manager, HCP Education Delivery at Novartis, plays a key role in the Integrated Marketing Organization of US Pharma, focusing on the hands-on delivery of premier HCP education across Therapeutic Areas and Brands. By harnessing Novartis's capabilities in HCP education and leveraging comprehensive insights into customers and TA/Brand dynamics, this position aims to enhance peer-to-peer promotional efforts and foster an extensive network for educational outreach. The role is centered on crafting and executing educational initiatives that enlighten and captivate HCPs with Disease State Education and branded knowledge, reinforcing their confidence in the selection and prescription of Novartis products in line with established marketing strategies.

## About the Role

### Key Responsibilities:

- Act as an integral team member, collaborating closely with the professional promotions marketing team, media, and digital team, medical, and sales leadership to effectively **develop and provide HCP education** that aligns with the marketing strategy and brand vision.
- Define and implement an impactful delivery of HCP education, utilizing **marketing analytics** to measure success and drive program enhancements.
- Incorporate industry-leading **best practices** in peer-to-peer marketing to enhance the consistency and effectiveness of HCP education initiatives.
- Share best practices across the HCP Education Delivery team, fostering a culture of **marketing collaboration** and **brand consistency**.
- Actively contribute to the development of the **HCP experience roadmap** and Impact plan, integrating marketing campaigns with educational elements to improve HCP engagement.
- Partner effectively with HCP facing functions and teams, including the field, to achieve HCP education objectives and deliver an integrated education experience.
- Collaborate with the HCP Marketer and the Customer Engagement teams to support HCP Education and field communication and training activities, as appropriate, ensuring alignment with overall **marketing campaigns**.

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

**Essential Requirements:**

- A minimum of **3 years of commercial marketing experience**, with a proven track record of building scalable HCP education programs.
- Demonstrated ability to **communicate scientific data** effectively to a variety of audiences.
- Experience in managing peer to peer engagement programs, peer to peer education, and/or HCP Congresses.
- Proven **project management skills**, with the ability to lead and deliver multiple top-priority projects on time, within scope, and on budget as demonstrated by key projects or initiatives.
- Cross-functional leadership skills, with the ability to collaborate effectively with various teams and stakeholders.

**Desirable Requirements:**

- Prior work within a center of excellence model, where consistent standards, best practices, and knowledge sharing were effectively implemented preferred.
- Experience in engaging with healthcare providers and thought leaders.

**Why Novartis:** Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

**You'll Receive:** You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. <https://www.novartis.com/careers/benefits-rewards>

**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 \$130,400 and \$195,600/year; however, while salary ranges are effective from 1/1/24 through 12/31/24, 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.

**Join our Novartis Network:** If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here: <https://talentnetwork.novartis.com/network>

**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?

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Division

US

Business Unit

Innovative Medicines

Location

USA

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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Major Accountabilities ~ Steigern Sie Ihr wettbewerbsfähiges Umsatzwachstum ~ Identifizierung und Priorisierung von Kunden mit hohem Potenzial durch Datenanalyse (HCPs und Stakeholder), die Verschreibungsentscheidungen beeinflussen ~ Steigern Sie die Vertriebsleistung durch die geschickte Orchestrierung positiver Kundenerlebnisse ~ Engagieren und Beziehungen aufbauen ~ Führen Sie wertorientierte Gespräche (persönlich und virtuell), um kritische Kundenherausforderungen, Entscheidungstreiber, Schwachstellen und Chancen zu verstehen ~ Personalisieren und orchestrieren Sie Customer Engagement Journeys für HCPs,

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