

Director, Corporate Marketing Campaigns

Job ID
REQ-10009830
Sep 12, 2024
USA

Summary

The Director, Corporate Marketing Campaigns is accountable for the strategy, development, planning, and execution of various corporate marketing campaigns and advertising initiatives that enhance brand positioning and drive awareness and understanding of the Novartis Corporate Brand in support of the enterprise growth goals and reputation. The Director, Corporate Marketing Campaigns interprets business objectives and develops successful marketing campaigns from idea to execution.

About the Role

Key Responsibilities:

- Utilize market research, customer & stakeholder insights and industry trends and analysis to identify market opportunities with key stakeholder groups within the competitor and stakeholder landscape.
- Collaborate with internal teams, including Corporate Affairs and commercial, and executive leadership, to align campaign strategies with broader business objectives.
- Develop and execute multi-channel corporate marketing strategies aligned with Novartis Brand and Corporate Affairs strategic priorities. Ensure that marketing activities align to the Novartis corporate brand positioning, messaging and guidelines.
- Collaborate with the creative teams to develop compelling and persuasive messaging for corporate marketing campaigns. Craft engaging content across various channels, including digital, social media, OOH, television, and events, to captivate target audiences and drive desired behaviors.
- Develop, test, and scale compelling ad campaigns and creative themes that resonate with target audiences and create a measurable change in belief and bias to action. Utilize new technologies, such as AI, for both scale and microtargeting.
- Establish key performance indicators (KPIs) to measure the effectiveness and success of corporate marketing campaigns. Monitor campaign performance, conduct data analysis, and provide regular reports to key stakeholders. Continuously optimize strategies based on data insights to maximize campaign ROI.
- Stay abreast of emerging digital marketing trends and technologies to maintain a competitive edge
- Create a reliable network of strategic partnerships across Corporate Affairs, global business functions and with external agencies and other marketing professionals
- Develop and manage the marketing campaign budget, ensuring resources are allocated effectively and efficiently. Monitor campaign costs and return on investment to deliver successful campaigns within budget constraints.
- Manage corporate marketing campaign and creative team members including delegation of tasks and resources, performance and development

Role requirements:

- Min. Bachelor's degree in Marketing, Design, Advertising, Journalism or related field.
- Proven experience in developing and executing corporate marketing campaigns that drive measurable business results
- Demonstrated utilization of stakeholder research and mapping, understanding of stakeholders and audience journeys as well as knowledge in audience targeting for a range of marketing channels including digital and social
- Proven experience in creating compelling and effective content for various platforms and channels
- Experience building and managing marketing strategy & execution teams
- Expertise in audience research and audience journeys and understanding of stakeholder mapping and analysis.
- Deep understanding of corporate marketing principles, strategies, and best practices, and possesses a network of external peers across industries that continues to fuel creative ideas.
- Strong creative capability, strategic thinking, and analytical skills.
- Proficiency in data analytics tools and platforms to measure, analyze, and optimize campaign effectiveness.
- Global marketing experience with the ability to manage and execute campaigns across diverse regions, understanding cultural nuances and regulatory environments.
- Proficiency in emerging technologies with an ability to integrate these technologies into marketing strategies.
- Ability to lead and influence collaborators and agencies without direct line management authority.
- Strong storyteller with excellent written and verbal communication skills, with the ability to create compelling and persuasive messaging across marketing collateral.
- Strong communication and interpersonal skills, with the ability to influence and collaborate effectively with stakeholders at all levels.
- Can demonstrate leading-edge knowledge of industry trends, technologies, and best practices in creative design.
- Ability to work effectively in a matrix organization.
- Familiar with paid media practice and content creation processes, and able to develop project plans that include these components.
- Aware of AI tools and their applications in marketing, supporting the integration and basic usage to optimize content and processes.

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

Corporate Affairs

Business Unit

CTS

Location

USA

Site

East Hanover

Company / Legal Entity

U061 (FCRS = US002) Novartis Services, Inc.

Alternative Location 1

Cambridge (USA), USA

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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