

Associate Director, Marketing Copywriter

Job ID
REQ-10009836
Sep 12, 2024
USA

Summary

The Marketing Copywriter is responsible for creating the highest quality engaging and persuasive written content for a variety of marketing channels. As a Marketing Copywriter, you will play a crucial role in driving brand awareness and enhancing our connection with patients, healthcare professionals, shareholders, and key opinion leaders. The ideal candidate will have a strong background in marketing and a passion for creating compelling copy that captivates audiences.

About the Role

Location: East Hanover, USA

Major accountabilities:

- **Content Creation:** Develop high-quality, persuasive, and engaging written content for various marketing initiatives, including website copy, social media posts, email campaigns, advertising materials, and more.
- **Brand Voice:** Understand and maintain consistency in brand voice, tone and messaging across all marketing channels to enhance brand identity and stakeholder trust.
- **Research:** Utilize market research to understand target audiences, market trends and competitors to develop copy that engages those audiences.
- **Collaboration:** Work closely with cross-functional teams, including other content creators to ensure alignment of copy with overall Corporate Affairs objectives.
- **SEO Optimization:** Utilize best practices for search engine optimization (SEO) to optimize copy for keywords, meta descriptions, headlines, and tags, effectively improving organic search rankings.
- **Conversion Optimization:** Write compelling calls to action (CTAs) and create copy that drives engagement and desired behavior.
- **Performance Analysis:** Track and analyze the performance of different marketing campaigns and adjust copy as required to improve results and drive continuous improvement.

Role Requirements:

- Bachelor's degree in marketing, communications, journalism, or a related field is preferred.
- Proven work experience as a Marketing Copywriter or similar role within a marketing team.
- Exceptional written communication skills with an ability to express complex concepts in a clear, concise and compelling manner.
- Proficiency in marketing principles and best practices in digital marketing, including SEO, social media, email marketing, and content marketing.
- Strong attention to detail and ability to proofread and edit copy effectively.
- Creative thinking and ability to generate original, engaging and innovative ideas.

- Ability to work effectively in a fast-paced environment, managing multiple projects and deadlines simultaneously.

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

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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