

Manager, Corporate Marketing Campaign Content

Job ID
REQ-10009839
Sep 04, 2024
USA

Summary

The Manager, Corporate Marketing Campaign Content supports the 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 Manager, Corporate Marketing Campaign Content facilitates the creation of campaign content (directly or through the Creative Services team) as well as supports senior team members with execution of corporate marketing campaigns.

About the Role

Key Responsibilities:

- Develop and or collaborate with the creative teams to ensure the development of content for corporate marketing campaigns
- Liaise with external agency partners to follow up on deliverables.
- Create publishing requests and collaborate with publishing teams to ensure that completed content is delivered on time.
- Support on campaign project planning and tracking as it relates to content
- Complete all required process steps to ensure that compliance requirements for creative is met.
- Provide project management and budgeting support to senior members of the team as needed

Role requirements:

- Preferred, Bachelor's degree in Marketing, Design, Advertising, Journalism or related field.
- 2-5 years experience working in marketing campaign , content creation and execution, preferably working on corporate brands
- Demonstrable experience of successfully managing multiple projects simultaneously
- Experience of managing campaign communications, timelines and budgets
- Content Strategy Development: Ability to develop and implement comprehensive content strategies aligned with marketing goals.
- Storytelling: Strong storytelling skills to create compelling narratives that resonate with the target audience.
- Brand Voice and Tone: Expertise in maintaining and adapting the brand's voice and tone across various content types and platforms.
- Creative Problem Solving: Capability to address content-related challenges with innovative solutions.
- Strong strategic thinking and analytical skills.
- Advanced proficiency in Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects).
- Experience with AI-driven content creation tools. 1/3

- Proficiency in social platform content creation tools.
- Excellent communication and interpersonal skills.
- Ability to lead and influence collaborators and agencies without direct management authority.
- Ability to work effectively in a matrix organization.
- Keen eye for detail.

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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