

Senior Manager, Creative Writing

Job ID
REQ-10009895
Sep 11, 2024
USA

Summary

As a lead writer of story-driven content and a leading architect of the company's most visible, human-centered communications, the Senior Manager, Creative Writing, will help craft emotionally evocative narratives that elevate the company's storytelling capabilities and infuse internal and external communications with a sense of purpose and humanity.

About the Role

Major Accountabilities

- Create and develop captivating and emotionally resonant narratives that transcend traditional corporate communications, harnessing the power of storytelling to authentically connect with audiences and humanize the company.
- Collaborate with the CEO Comms team to draft or review compelling executive external and internal communications content, including social media posts and articles, video scripts, company-wide messages, stories for our annual report, and more.
- Lead visionary storytelling projects and campaigns that use a multimedia approach to reach diverse, global audiences, collaborating with teams internally and managing external agencies and creatives to bring creative concepts to life through video, photography, and more.
- Identify and amplify the voices and stories of employees, patients, community members, and more to enable authentic storytelling, leveraging interviews and immersive storytelling techniques to shine a spotlight on the human stories that define our company's culture and impact. Community manage and ensure ongoing engagement with those whose trust and partner with us to share their story.
- Forge collaborative partnerships across departments and disciplines, orchestrating seamless integration of storytelling approaches and elements into internal and external communications, events, social media, and more.
- Collaborate as an integral part of a community of creatives across Novartis and the Corporate Affairs function, helping foster a culture of collaboration, ideation, and collective storytelling excellence.
- Measure and analyze the performance of content, leveraging data and insights to optimize storytelling strategies and drive engagement and brand affinity.

Capabilities and personal qualities

- Attention to detail, quality, and creativity of writing
- Exceptional clarity of communication and thought
- 100% reliability, trustworthiness and absolute dedication to confidentiality
- Humble, respectful attitude toward colleagues
- Highly collaborative across various stakeholders 1/3

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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<https://talentnetwork.novartis.com/network>

Division

Corporate Affairs

Business Unit

Sandoz

Location

USA

Site

East Hanover

Company / Legal Entity

U002 (FCRS = US002) Novartis Corporation

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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