

# Associate Director, Marketing Copywriter

Job ID  
REQ-10009836  
Jul 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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Learn about our business, strategy and performance in 2023, and how we create sustainable value for stakeholders and society. Learn about our business, strategy and performance in 2023, and how we create sustainable value for stakeholders and society. Learn about our business, strategy and performance in 2023, and how we create sustainable value for stakeholders and society. Learn about our business, strategy and performance in 2023, and how we create sustainable value for stakeholders and society.

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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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