

Associate Director, Paid Social

Job ID
REQ-10009842
Jun 14, 2024
USA

Summary

The Senior Manager, Paid Social is accountable for the development, planning, and execution of the paid social elements of various corporate marketing campaigns. The Senior Manager, Paid Social is accountable for the development, planning, and execution of the paid social elements 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 Senior Manager, Paid Social manages the relationships with the Channel Management teams and external agencies that support in the execution of paid social. Additionally, this role provides consulting support to CA teams outside of corporate marketing that may be utilizing paid social to enhance their campaigns.

About the Role

Location: East Hanover, USA

Key Responsibilities:

- Stay up to date with market research, customer & stakeholder insights and industry trends and analysis to develop successful paid social marketing campaigns.
- Develop and execute paid social elements of 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.
- Develop, test, and scale compelling paid social campaigns that resonate with target audiences and create a measurable change in belief and bias to action. Utilize new technologies for both scale and microtargeting.
- Monitor campaign performance and conduct data analysis to continuously optimize campaigns.
- 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
- Manage the relationship with external agencies that execute the media buys on behalf of Novartis.

Role requirements:

- Bachelor's degree (or equivalent) degree in Marketing, , Design, Advertising, Journalism or related field.
- Proven experience in developing and executing paid social media 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 paid social channels

including digital and social

- Understanding of corporate marketing principles, strategies and best practices
- 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

Nice to have:

- Good knowledge of industry trends, technologies and best practices in creative design

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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EEO Statement :

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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