

# Manager, US Channel Operations & Publishing

Job ID  
REQ-10010065  
Jul 19, 2024  
USA

## Summary

Location: East Hanover, NJ or Cambridge, MA (Hybrid)  
#LI-Hybrid

About the role: Oversees publishing and operations related to our US channel footprint. Helps bring to life our reputation-based content and channel strategy for the US Enterprise in service of Corporate Communications, Executive Communications and Therapeutic Area Communications.

## About the Role

### Your Key Responsibilities:

- Supports US Country Social Media Strategy, Content Playbook + Best Practices (LinkedIn, Twitter + beyond)
- Day-to-day publishing of social media and web content
- Key point of contact for submitting content for publication on US social media and US Web platforms
- Support content strategy for Corporate Communications, Executive Communications and Therapeutic Area Communications & Advocacy
- Supports facilitation of cross-functional content calendar in service of US Country reputation goals
- Supports US channel (social and web) measurement and reporting in service of country goals
- Supports Community Management + Issues Escalation (US Channel Ecosystem)
- Supports best practices with social media and platform experts across the US (medical, marketing, etc.)
- Executes on Platform and Content Standards in accordance with BrandLab and US Social Media Content Standards
- Supports relationship with key review teams, including legal, digital governance, ERC, privacy and medical
- Contributes to Social, Web and Communication Excellence POV, Trends and/or Issues Escalation
- Ambassador for Digital Governance and Patient Safety - Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt

## Role Requirements

### Essential Requirements:

- Bachelor's degree required
- 5+ years of experience in social media, content strategy or website
- Strong project management skills and ability to multi-task
- Social media and web experience

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- Collaborative enterprise mindset with comfort in working in a matrix environment
- Understanding of US healthcare industry landscape

**Desirable Requirements:**

- Advanced degree a plus
- Country communications, corporate communications, with healthcare and/or pharmaceutical background or translatable consumer background preferred
- Hands-on experience using social media management tools a plus; SEO, SEM experience preferred

**Benefits and Rewards:** Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

**Commitment to Diversity and Inclusion:** Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

**Novartis Compensation and Benefit Summary:** The pay range for this position at commencement of employment is expected to be between \$102,400.00 and \$153,600.00 / year; *however, while salary ranges are effective from 1/1/24 through 12/31/24, fluctuations in the job market may necessitate adjustments to pay ranges during this period. Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills, and abilities.* The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units, and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans will be provided if an employee receives an offer of employment. If hired, employee will be in an "at-will position" and the Company reserves the right to modify base salary (as well as any other discretionary payment or compensation program) at any time, including for reasons related to individual performance, Company or individual department/team performance, and market factors.

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

## **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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