

Associate Director, US Content & Channel Strategy

Job ID
REQ-10014383
Jul 19, 2024
USA

Summary

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

About the role: Supports development and implementation of reputation-based content and channel strategy for the US Enterprise in service of Corporate Communications, Executive Communications and Therapeutic Area Communications; drive stakeholder guidance and ultimately optimization of our US country footprint in a high visibility role.

About the Role

Your Key Responsibilities:

- Channel & Content Expertise
 - Oversee US-Directed Content and Country Social Media Strategy, Content Playbook + Best Practices (LinkedIn, Twitter + beyond)
 - Oversee US Country paid social media audience (s) and strategy, ways of working
 - Own US Country Website Strategy, Content Prioritization + Best Practices
 - Sets Platform and Content Standards in accordance with BrandLab guidelines (liaise with Corporate Marketing team)
- Cross-Functional Guide
 - Develop content competencies/capabilities for Corporate Communications, Executive Communications and Therapeutic Area Communication & Advocacy teams
 - Facilitate cross-functional content calendar in service of US Country reputation goals
 - Oversee social media activation of Employee Advocacy Program in the US
 - Build relationships with key functions (P&O, Foundation, NPS, Public Affairs) to anticipate content needs
- Platform Evolutions, Trends and Issues
 - Oversee Community Management + Issues Escalation (US Channel Ecosystem)
 - Collaborate with Corporate Communications on Country-Specific Issues Management
 - Regularly seek and share education, best practices (ie, SocialMedia.org, Ragan and other) related to role
- Oversee Social Media & Web Measurement
 - Oversee US channel (social and web) measurement and reporting in service of country goals
- Country Leadership and Subject Matter Expertise
 - Liaise with social media and platform experts across the US (medical, marketing, etc.) to inform platform innovation, updates and considerations across the US organization

- Support relationship with key review teams, including legal, digital governance, ERC, privacy, patient safety, medical
- Represent US Country expertise on The Social Network (global)
- Agency Management
 - Oversee US Country paid social media, budget, strategy and agency relationship
 - Owns relationship with US Country social media content agency/team
 - Effectively manage budget and maximize agency ROI.

Role Requirements

Essential Requirements:

- BA/BS degree is required
- 7+ years of experience in social media, content strategy and website; country communications, corporate communications, with healthcare and/or pharmaceutical background or translatable consumer background
- Understanding of existing; development of social media policies, guidelines or standards
- Cross-functional editorial oversight and project management, as well as channel optimization and performance experience
- Comfortable in a high visibility role coaching teams and leaders to achieve a new standard of excellence
- Innovation, content best practices and trend spotting skills
- Subject matter expertise: In-depth knowledge of social media and web platforms (current and emerging); hands-on experience using social media management tools (including but not limited to Meta Business Manager, Twitter Business, LinkedIn Business Manager, Sprinklr, Content Management System/AirTable)
- Team and work style that is exemplary of Novartis culture and behaviors; collaborative enterprise mindset with comfort in working in a matrix environment
- Ability to multi-task and manage complex issues into simple effective solutions
- Understanding of US healthcare industry landscape

Desirable Requirements:

- Degree subject area in Communications, Marketing, Public Relations or related preferred; advanced degree a plus

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 \$130,400.00 and \$195,600.00 / 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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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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