

Manager, Corporate Event Marketing

Job ID
REQ-10007802
Aug 20, 2024
Switzerland

Summary

The Manager, Corporate Event Marketing is responsible for managing aspects of planning, organizing, and executing Novartis corporate brand presence at external and internal events, predominantly in Europe. This role collaborates with communications and marketing teams to ensure that the Novartis corporate brand is well represented at key congresses. This role supports the Director, Corporate Event Marketing to create event experiences for Novartis stakeholders that build the Novartis corporate brand and contribute towards our enterprise objectives. In addition, the role holder will be periodically required to support events on-site.

About the Role

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The Manager, Corporate Event Marketing is responsible for managing aspects of planning, organizing, and executing Novartis corporate brand presence at external and internal events, predominantly in Europe. This role collaborates with communications and marketing teams to ensure that the Novartis corporate brand is well represented at key congresses.

Location: Basel, Switzerland

Key Responsibilities:

- Assist with the execution of the event lifecycle, including planning, budgeting, logistics and delivery of key Novartis corporate messaging.
- Work with the corporate and communications marketing teams to create exceptional corporate brand experiences at internal and external events for critical Novartis stakeholders
- Coordinate with Corporate Affairs colleagues, other internal teams and external vendors to ensure that all event requirements are met.
- In collaboration with procurement, support vendor negotiation and contract management, ensure that external vendors deliver according to quality, timelines and on budget.
- Collaborate closely with marketing teams to ensure that the Novartis Corporate Brand is correctly represented at congresses.
- Monitor and evaluate event performance against objectives, collect feedback and identify areas for improvement.
- Manage event budgets, ensuring our resources are allocated against our highest priorities.
- Identify and assess potential event and congress risks and develop contingency plans.
- Co-manage corporate events schedule planning.
- Travel to support events on site.

Role requirements:

- Bachelor's degree (or equivalent) in Marketing, Communication, Event management or related field AND/OR recent relevant work experience in planning and managing premium events, conferences or congresses at an event marketing agency or for a multinational brand.
- Creative ability and fine attention to detail
- Knowledge and passion for integrated marketing tactics and up to date on latest trends (Gen AI etc.)
- Excellent organizational and project management abilities
- Exceptional communication and interpersonal skills
- Event budgeting and financial management experience
- Ability to work under pressure and meet tight deadlines
- Fast learner and flexibility
- Fluent English and another European language (especially German or French) is required.
- A portfolio or links to examples of projects worked on would be beneficial to accompany your application.

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 & Inclusion:

We are committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

Accessibility and accommodation:

Novartis is committed to working with and providing reasonable accommodation to all individuals. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in any order to receive more detailed information about essential functions of a position, please send an e-mail to inclusion.switzerland@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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>

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up:

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

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>

Division

Corporate Affairs

Business Unit

CTS

Location

Switzerland

Site
Basel (City)
Company / Legal Entity
C028 (FCRS = CH028) Novartis Pharma AG
Functional Area
Communications & Public Affairs
Job Type
Full time
Employment Type
Regular
Shift Work
No
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Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

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