

Digital & Content Lead

Job ID
REQ-10016897
Jul 25, 2024
Slovakia

Summary

The role of Digital & Content Lead will be to drive omnichannel marketing and customer engagement strategy within the designed content strategy covering editorial plan in formats that enhance the overall customer experience, making the messaging easily digestible and engaging.

About the Role

Key Responsibilities:

- Drive and design of the content strategy with an editorial plan (within strategy & strategy objectives delivery of the commercial team), in formats that enhance the overall customer experience, making the messaging easily digestible and engaging
- Develop captivating and appealing messages that resonate with customers, ensuring they align with the overall content strategy and strategic objectives
- Drive omnichannel and digital marketing and customer engagement strategy and engagement plan over full marketing mix
- Ownership and accountability of all digital activities, tools & projects of the commercial team
- Active participation in the creation of a business strategy within commercial therapeutic area team
- Lead of internal & external collaboration with cross-functional teams (3rd parties) to deliver successful digital campaign results
- Build a centralized content pool based on modular content to ease up production and approval processes
- Deep understanding of data behind digital activities, tools & projects
- Generate qualified leads based on data analyses & follow-up communication with customers
- Lead of digital engagement with HCPs (active participation in all marketing mix)
- Connect qualified leads with HSP (healthcare service partner)
- Set and analyze performance KPIs (content - touchpoints - quality)
- All outcomes prepared in line with all medical and legislative regulations

Essential Requirements:

- Minimum education - High school with matriculation exam, ideally from Finance or Economics, University degree preferred
- Proficient Slovak and English
- Digital marketing competencies
- Customers and patients-oriented thinking
- Brand related knowledge
- Medical knowledge
- Analytical thinking & Data-driven mindset
- Communication skills
- Creativity & Storytelling
- Entrepreneur; Growth Mindset & Adaptability
- Project and Innovation Management
- Risk Assessment skills & compliance knowledge

Why Novartis?

Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates who drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

You'll receive:

- Competitive salary along with a yearly bonus.
- Monthly pension contribution matching your contribution up to 3% of your gross monthly base salary
- Company car
- Risk Life Insurance (full cost covered by Novartis)
- 1 week holiday above the Labour Law requirement
- 4 paid sick days within one calendar year in case of absence due to sickness without a medical sickness report
- Cafeteria employee benefit program – choice of benefits from Benefit Plus SK for 500 EUR per year
- Meal vouchers of 6,50 EUR each working day (full tax covered by the company)
- MultiSport Card contribution

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

International

Business Unit

Innovative Medicines

Location

Slovakia

Site

Bratislava

Company / Legal Entity

SKA2 (FCRS = SK002) Novartis s.r.o

Functional Area

Marketing

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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