

Marketing Communication Lead

Job ID
REQ-10022515
Oct 03, 2024
Slovakia

Summary

We are seeking a highly motivated and experienced Marketing Communication Lead to join our marketing team. As a Marketing Communication Lead, you will be responsible for developing and executing comprehensive marketing communication strategies that align with our overall business goals and objectives. You will work closely with cross-functional teams to deliver successful results.

About the Role

Key Responsibilities:

- Based on overall company/disease/brand strategy develop & execute communication strategy in line with internal & external regulations (medical, regulatory, compliance, legislative and others).
- Develop and execute of the content strategy with an editorial plan 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.
- Actively participate in the creation of a business strategy within commercial therapeutic area team.
- Lead and drive internal & external collaboration with cross-functional teams to deliver successful results.
- Build a centralized content pool based on modular content to ease up production and approval processes.
- Deeply understand of data behind communication, activities, tools & projects to generate qualified leads based on data analyses & follow-up communication with customers.
- Measure and report on KPIs by tracking the performance of marketing communication campaigns through established KPIs.

Essential Requirements:

- Bachelor's degree in Marketing, Communications, Public Relations, Business Administration, or Life Sciences.
- Master's degree in Marketing, Communications, Public Relations, MBA with a focus on Marketing and Healthcare management, MPH with a focus on healthcare communication, or Life Sciences is desirable.
- Fluent written and spoken English.
- Strong strategic thinking and planning skills with the ability to develop long-term communication strategies.
- Deep understanding of scientific data and the ability to translate it into compelling marketing messages.
- Excellent written and verbal communication skills with expertise in creating clear, persuasive, and

audience-appropriate content.

- Proficiency in data-driven marketing and analytics, using data to optimize marketing strategies.
- Strong understanding of digital channels and experience in implementing digital marketing strategies.
- Skilled in stakeholder relationship management and building strong relationships with internal and external stakeholders.
- Ability to adapt to a fast-paced, highly regulated environment and find innovative solutions to marketing challenges.

If you are a passionate and creative marketer with a drive for success, we invite you to apply and become a part of our marketing team. This is a challenging and rewarding opportunity to make a significant impact in the healthcare industry. Apply now and join us in our mission to improve patient lives.

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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