

Marketing Communications Lead

Job ID
REQ-10038339
Jan 31, 2025
Slovakia

Summary

185+. This is the number of people dedicated to winning people`s heart and minds.

Our MISSION is to discover new ways to improve and extend people's lives. We use science-based innovation to address some of society's most challenging healthcare issues. We discover and develop breakthrough treatments and find new ways to deliver them to as many people as possible.

About the Role

Are you a creative and strategic marketing professional passionate about delivering impactful communication strategies?

We are seeking a Marketing Communications Lead to play a pivotal role in shaping our brand narrative and enhancing customer engagement. This is a unique opportunity to collaborate with cross-functional teams and make a meaningful impact within the pharmaceutical industry.

Key Responsibilities:

- Develop and execute a comprehensive communication strategy aligned with overall company, disease, and brand strategies, ensuring compliance with internal and external regulations (medical, regulatory, compliance, legislative, and others).
- Create and implement a content strategy with an editorial plan, delivering engaging, digestible, and customer-focused messaging that aligns with strategic objectives.
- Actively contribute to the development of the commercial strategy within the commercial therapeutic area team.
- Lead internal and external collaboration with cross-functional teams to deliver successful outcomes aligned with brand strategy objectives.
- Establish a centralized content pool using modular content to streamline production and approval processes and oversee the website's main page publishing calendar.
- Analyze data related to communication activities, tools, and projects to generate traffic and qualified leads, ensuring follow-up communication with customers is data-driven and impactful.
- Define and analyze performance KPIs to measure the success of communication initiatives and inform future strategies.

Qualifications:

- Bachelor's degree in Marketing, Communications, Business, or a related field.
- Proven experience in marketing communications, preferably in the healthcare, pharmaceutical, or life

sciences industry.

- Strong understanding of content strategy, customer experience, and digital communication tools.
- Ability to analyze data and translate insights into actionable strategies.
- Experience collaborating with cross-functional teams and driving alignment across various stakeholders.
- Knowledge of compliance and regulatory requirements for communications within the industry.

Why consider Novartis?

766 million lives were touched by Novartis medicines in 2021, and while we're proud of this, we know there is so much more we could do to help improve and extend people's lives.

We believe new insights, perspectives and ground-breaking solutions can be found at the intersection of medical science and digital innovation. That a diverse, equitable and inclusive environment inspires new ways of working.

We believe our potential can thrive and grow in an unbossed culture underpinned by integrity, curiosity and flexibility. And we can reinvent what's possible, when we collaborate with courage to aggressively and ambitiously tackle the world's toughest medical challenges. Because the greatest risk in life, is the risk of never trying!

Imagine what you could do at Novartis!

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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