

Associate Director, Content Adaptation - French Speaking

Job ID

REQ-10028566

Nov. 14, 2024

Vereinigtes Königreich

Zusammenfassung

The Associate Director - Content Adaptation will lead a team of Content Adaptation Managers to deliver quality creative adaptations of centrally created content for a defined geographic region.

The role is 'hands on' and encompasses i) Leadership of the team ii) Leadership of specific adaptation projects. Key to the content adaptation role is the ability to successfully blend project management skills, brand management objectives and relationship management to deliver time critical outcomes.

The Associate Director - Content Adaptation will ensure globally produced digital assets are adapted, localised, translated, approved, coded and deployed to a precise timeline. Quality and speed to market are of utmost importance.

About the Role

Location

The role is a home based role which can be based from UK, Ireland or Spain. Candidates will need the right to work in the home based location without visa support or relocation.

Major Accountabilities

- **Project Management:** Responsible for management of assets through the production process e.g. meeting timelines; allocating resources; aligning stakeholders; managing demand forecasting and prioritisation process;
- **Brand Management/ Global to local content Management:** Ensures global master content is adapted to local regulatory requirements so it is compliant and ready for implementation in markets. Responsible for localisation of content to meet local needs (e.g. for imagery) whilst retaining global master story look and feel.
- **Relationship Management:** Works with key stakeholders including the Production Partner; Translation Partners; Global TA's; Local TA's; BE&E and Production Hub management team to make sure global assets are adapted for use by markets.
- **Team Leadership:** Leads team of Content Adaptation Managers aligned to specific markets and ensures delivery of work product through the team.

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.

Minimum Requirements

- Extensive knowledge of pharmaceutical industry marketing as it relates to digital Content creation - experience of creation of sales aids, sales force emails, web assets and Omni channel strategy.
- Strong Project Management skills - timeline management; forecasting; resource allocation; prioritisation methodologies and PMO approaches e.g. RISK and RASCI development. Knowledge of Agile methodologies is desirable
- Experience with global content adaptation for use by markets either within agencies or life science companies. Solid understanding of content quality aspects to be able to drive agency deliverables on time and with the right quality.
- Understanding of the regulatory environment for developing promotional content for HCPs
- Strong cross functional relationship management skills
- Team leadership experience is advantageous
- Experience with working with DAM/MLR tools is beneficial
- Fluency in English and French required

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Business Unit
Innovative Medicines
Ort
Vereinigtes Königreich
Website
London (The Westworks)
Company / Legal Entity
GB16 (FCRS = GB016) Novartis Pharmaceuticals UK Ltd.
Alternative Location 1
Dublin (NOCC), Irland
Alternative Location 2
Home Worker, Vereinigtes Königreich
Alternative Location 3
Madrid Provincial, Spanien
Functional Area
Marketing
Job Type
Full time
Employment Type
Regular
Shift Work
No
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