

# Digital Marketing Associate

Job ID  
REQ-10013154  
Jun 27, 2024  
Australia

## Resumen

Are you ready to make a difference in the pharmaceutical industry? We are seeking a motivated and skilled Digital Marketing Associate to support our Brand Team across Immunology, In Market Brands and across our New Zealand team in implementing our strategic marketing plan. Join our dynamic team and play a crucial role in growing our brand through innovative digital marketing strategies. This is a 12-month contract.

## About the Role

Responsibilities:

- Collaborate with the Brand Team to develop and execute the digital marketing plan.
- Gain insights into customer preferences and engagement channels to ensure targeted and effective communication.
- Interpret digital analytics to inform content planning for digital engagement.
- Support content development activities in collaboration with the local Marketing Team
- Analyse content effectiveness using performance and engagement data to drive data-driven decision-making and optimize campaigns.
- Ensure compliance with internal processes regarding content planning, creation, production, MLR review, and distribution.

Your Experience:

- Proven experience in operations management, project management, and advertising campaigns
- Strong understanding of brand management and brand marketing.
- Previous work experience in the pharmaceutical industry is a must
- Excellent written and verbal communication skills in English

Join our team and contribute to our mission of improving healthcare through effective digital marketing. Apply now and embark on an exciting journey with us!

Please submit your updated resume and a cover letter highlighting your relevant experience to be considered for this position. We look forward to hearing from you.

**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>

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Company / Legal Entity  
AU04 (FCRS = AU004) AU Pharma Pty Ltd  
Functional Area  
Marketing  
Job Type  
Full time  
Employment Type  
Temporary (Fixed Term)  
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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