

# Associate Director, Marketing Copywriter

Job ID  
REQ-10009836  
Juil 12, 2024  
Etats-Unis

## Résumé

The Marketing Copywriter is responsible for creating the highest quality engaging and persuasive written content for a variety of marketing channels. As a Marketing Copywriter, you will play a crucial role in driving brand awareness and enhancing our connection with patients, healthcare professionals, shareholders, and key opinion leaders. The ideal candidate will have a strong background in marketing and a passion for creating compelling copy that captivates audiences.

## About the Role

**Location:** East Hanover, USA

### Major accountabilities:

- **Content Creation:** Develop high-quality, persuasive, and engaging written content for various marketing initiatives, including website copy, social media posts, email campaigns, advertising materials, and more.
- **Brand Voice:** Understand and maintain consistency in brand voice, tone and messaging across all marketing channels to enhance brand identity and stakeholder trust.
- **Research:** Utilize market research to understand target audiences, market trends and competitors to develop copy that engages those audiences.
- **Collaboration:** Work closely with cross-functional teams, including other content creators to ensure alignment of copy with overall Corporate Affairs objectives.
- **SEO Optimization:** Utilize best practices for search engine optimization (SEO) to optimize copy for keywords, meta descriptions, headlines, and tags, effectively improving organic search rankings.
- **Conversion Optimization:** Write compelling calls to action (CTAs) and create copy that drives engagement and desired behavior.
- **Performance Analysis:** Track and analyze the performance of different marketing campaigns and adjust copy as required to improve results and drive continuous improvement.

### Role Requirements:

- Bachelor's degree in marketing, communications, journalism, or a related field is preferred.
- Proven work experience as a Marketing Copywriter or similar role within a marketing team.
- Exceptional written communication skills with an ability to express complex concepts in a clear, concise and compelling manner.

- Proficiency in marketing principles and best practices in digital marketing, including SEO, social media, email marketing, and content marketing.
- Strong attention to detail and ability to proofread and edit copy effectively.
- Creative thinking and ability to generate original, engaging and innovative ideas.
- Ability to work effectively in a fast-paced environment, managing multiple projects and deadlines simultaneously.

**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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### **Accessibility & Reasonable Accommodations**

The Novartis Group of Companies are committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the application process, or to perform the essential functions of a position, please send an e-mail to [us.reasonableaccommodations@novartis.com](mailto:us.reasonableaccommodations@novartis.com) or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

Division

Corporate Affairs

Business Unit

CTS

Emplacement

Etats-Unis

Site

East Hanover

Company / Legal Entity

U061 (FCRS = US002) Novartis Services, Inc.

Alternative Location 1

Etats-Unis

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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