

Digital Content Production Manager

Job ID
REQ-10033586
Dic 13, 2024
Canada

Sommario

Digital Content Production Manager – Omnichannel Engagement Strategy

Location: Montreal/Toronto, #LI-Hybrid

Novartis is unable to offer relocation support for this role; please only apply if this location is accessible for you.

About the role:

We are looking for experienced and passionate professionals to support us engaging with our customers with an omnichannel, always-on strategy that delivers the right message, at the right time, to the right customer, through the right channel. As a Digital Content Production Manager, you will be responsible for being the single point of contact between Therapeutic Areas and the Omnichannel Engagement Strategy team, managing and implementing high quality content with the ability to successfully blend project management skills, brand management objectives and relationship management to deliver time critical outcomes.

The role reports directly into the Digital Content Lead and will work closely with a specific Therapeutic area and the Omnichannel Engagement Strategy team.

Permanent position

About the Role

Key Responsibilities:

- Develop compelling and informative content for various digital platforms such as websites, social media channels, emails, and other digital marketing materials, from strategy to dissemination
- Produce content that educates, informs, and engages the target audience while adhering to Health Canada's regulatory standards and the PAAB Code. Facilitate the content review and approval process
- Collaborate closely with key stakeholders such as marketing, regulatory, legal, and medical to align content strategies with business objectives while ensuring compliance.
- Collaborate with and manage agency partners for the execution of digital activations.
- Maintain a content calendar (omnichannel map) that schedules all aspects of the creation and delivery of content throughout the year
- Single point of contact of the Omnichannel Engagement Strategy Team with the Therapeutic Area. Expected to be part of building the strategy and tactics for the assets within the scope of responsibility.
- Project management: Responsible for management of assets through the production process with the

core objective of delivering and deploying content on time and right first time. Manages timelines; allocates resources; manages risk log; align stakeholders; manages demand forecasting and prioritization process.

- Monitor and analyze content performance metrics using analytics tools to assess effectiveness and make data-driven recommendations for optimization.

Essential Requirements:

- Bachelor's degree in Life sciences, Communications, Marketing, Business, or a related field.
- 5+ years of full-time proven experience in omnichannel engagement.
- Creativity and innovation in developing content strategies that resonate with target audiences while meeting industry compliance standards.
- Strong project management skills to handle multiple tasks and deadlines efficiently.
- Exceptional interpersonal and communication skills, capable of presenting strategies and visions to diverse audiences.

Desirable Requirements:

- Bilingual (English and French) written and verbal skills are an asset for this role
- Pharmaceutical industry experience - Understanding of Health Canada's regulatory standards for pharmaceutical marketing, including the Pharmaceutical Advertising Advisory Board (PAAB) Code

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?

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Divisione

International

Business Unit

Innovative Medicines

Posizione

Canada

Sito

Montreal

Company / Legal Entity

CA04 (FCRS = CA004) NOVARTIS PHARMA CANADA INC.

Alternative Location 1

Toronto, Canada

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular
Shift Work
No
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