

Associate Director, Digital Media & Platform Strategy " >

Job ID
322879BR
USA

Job Description

800 million people! That's the number of people we reach globally.

Novartis is reimagining medicine to improve and extend people's lives, and we are finding innovative ways to expand access to our latest treatments.

Our organization with Communications & Engagement, helps engage the world in what Novartis does, how we do it and why it matters. We have the power to reach people's hearts and minds, while cutting through the noise with a clear, authentic, credible and relevant voice.

The Associate Director, Digital Media & Platform Strategy will be responsible for the digital engagement strategy and channel execution of Company brand campaigns tailored for Novartis global social media and web channels by creating the framework and tactics of various digital media plan(s) to deliver on objectives.

Your responsibilities include, but not limited to:

- Oversee a portfolio of channels/platforms to ensure world class channel execution, standards and evolution.
- Lead ongoing audience centricity within channels to ensure relevancy and engagement to drive appropriate micro-content creation.
- Partner with editorial and creative counterparts to develop coordinated, sophisticated, and high-quality content plans in support of assigned digital campaigns.
- Identify and articulate key performance indicators that clearly and measurably connect metrics to overall business objectives. Ability to deep dive into metrics to surface ongoing audience and channel findings.
- Understanding of and ability to articulate the value of SEO, SEM and paid social media strategies.
- Ability to identify social and cultural trends and build Novartis strategy & content that is relevant to intended audiences.

Diversity & Inclusion / EEO

The Novartis Group of Companies are Equal Opportunity Employers and take pride in maintaining a diverse environment. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, gender, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status. We are committed to building diverse teams, representative of the patients and communities we serve, and we strive to create an inclusive workplace that cultivates bold innovation through collaboration and empowers our people to unleash their full potential.

Minimum Requirements

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Division

CTS

Business Unit

COMMS & ENGAGEMENT

Location

USA

Site

Cambridge, MA

Company / Legal Entity

Novartis Corporation

Functional Area

Communications & Public Affairs

Job Type

Full Time

Employment Type

Regular

Shift Work

No

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