

Digital HCP Engagement Manager " >

Job ID

327892BR

Oct 12, 2021

Mexico

Job Description

799 million. That's how many lives our products touched in 2019. And while we're proud of that, in this world of digital and technological transformation, we must also ask ourselves this: how can we continue to improve and extend even more people's lives? We believe the answers are found when curious, courageous and collaborative people like you are empowered to ask new questions, make bolder decisions and take smarter risks. We are Novartis. Join us and help reimagine medicine.

Your responsibilities:

Your responsibilities include, but are not limited to:

- Develops digital marketing strategy by identifying HCP's current and future needs, and monitoring the competition.
- Plans and coordinates Digital HCP Engagement ecosystem to ensure appropriated channels web, SEO/SEM, database marketing, email, social media, and display advertising campaigns for HCP's
- Designs, builds, and maintains our social media presence for physicians community
- Contributes to marketing effectiveness by identifying short-term and long-range issues that must be addressed.
- Measures and reports performance of all digital marketing campaigns and assesses against business goals.
- Identifies trends and insights, and optimizes spend and performance based on the insights.
- Brainstorms new and creative growth strategies through digital marketing.
- Coordinates Digital Hub to implement the HCP Engagement Strategy as per content, user experience, social media & data analytics.

<https://www.youtube.com/watch?v=ggbnzRY9z8w>

Diversity & Inclusion / EEO

Novartis is committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

Minimum Requirements

What you'll bring to the role:

- Bachelor's degree: Marketing, Administration, Digital Marketing, Communications, Advertising, Business.
- Must have between 3 and 5 years of experience in Digital Marketing position in an agency, retail or pharmaceutical company.
- Must have experience in digital marketing, CRM, e-commerce, Data Analytics, Social Media, RRPP.

- Advance English level (written and spoken)
- Competences: Action oriented, resilient, collaborates, navigates complexity, courage.

Why Novartis?

769 million lives were touched by Novartis medicines in 2020, and while we're proud of this, we know there is so much more we could do to help improve and extend people's lives.

We believe new insights, perspectives and ground-breaking solutions can be found at the intersection of medical science and digital innovation. That a diverse, equitable and inclusive environment inspires new ways of working.

We believe our potential can thrive and grow in an unbossed culture underpinned by integrity, curiosity and flexibility. And we can reinvent what's possible, when we collaborate with courage to aggressively and ambitiously tackle the world's toughest medical challenges. Because the greatest risk in life, is the risk of never trying!

Imagine what you could do here at Novartis!

Novartis is an equal opportunities employer and welcomes applications from all suitably qualified persons.

Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here:

<https://talentnetwork.novartis.com/network>

Division

PHARMA

Business Unit

LACAN PHARMA

Location

Mexico

Site

Distrito Federal

Company / Legal Entity

NOV CORPORATIVO MEX

Functional Area

Marketing

Job Type

Full Time

Employment Type

Regular

Shift Work

No

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