

Associate Director - Content

Job ID
REQ-10045947

5月 05, 2025

India

摘要

The CAST team is responsible for centralizing and delivering services to our Novartis Brands. Within CAST, the Content functional capability has a high focus on content, commercial operations and marketing. It is responsible for crafting compelling copy, designing visually appealing assets, and implementing strategies for brand awareness, engagement including both visual and written content. The Associate Director - Content Operations is an integral part of the Delivery leadership who will actively input in the execution strategy and become responsible in the decision-making process within this Organization. Working closely with content leadership to address performance, process, workflow, and any quality issues.

Assure that all copywriters are trained and, where needed, mentored to maintain the standards that are laid by Novartis from time to time. Provide oversight and guidance / support on complex projects. Review briefs and provide strategic insight and creative inspiration. The Associate director - Content Operations is responsible for overseeing, directing, and developing ideas and copy that creatively deliver on our brand 's strategies and support their creative tones. He/she will work in partnership with cross functional teams both internal and external with the goal of turning complex data into creative concepts and persuasive copy directed at HCPs and patients that can be rolled out across all campaign assets - from eDetails through to congress booth design through to social media. While copy is the day-to-day focus, understanding and contributing to the visual and emotional expression

of the ideas is part of the role as well.

About the Role

Major accountabilities:

Content Operations

- Work alongside a multi-disciplinary team to produce effective copy and concepts for projects and creative campaigns, responsible for articulating rationales, overall tone of voice, and core messaging. Interpret, understand, and clarify business needs around copy and messaging to produce results best suited to client needs; be innovative in redefining a brief within the constraints of cost and time
- Work with US marketing teams to create messaging taking Inspiration from Master content but not limited to it. Can source credible information and use it to craft copy that delivers on strategy. Actively explores the Healthcare Marketing arena. Knows what is happening in the therapeutic area across Novartis Brands. Leads the copy team in MLR discussions and review submissions. Will oversee more than one brand and therapy area

Execution

- Work and communicate efficiently as part of a Global & multidisciplinary team spanning multiple time zones. Develop copy content and messaging to appeal as necessary to a variety of target audiences including patients, HCPs, sales rep.
- Oversee and write copy suitable for digital and print materials (e.g., iPad-based selling aids, applications, websites, emails, banners, brochures, flyers, POS displays, ISI etc) as required. Assist and support PMs and Delivery teams in scoping and managing timelines and process
- Provide feedback and rationale to team on work. Is proficient in writing copy to the highest scientific and grammatical standards for a range of medical education and communications materials and target audiences.
- Has the ability to use and cite references appropriately is a fundamental part of the role and understanding complex scientific products and ideas and to communicate and/or explain them clearly and succinctly.
- Become a brand product information specialist and appropriately source written materials (referencing) for Medical/Legal/Regulatory (MLR) review board.

Quality

• Direct, oversee and mentor writers to deliver high quality output. Write, variable copy that falls within American Medical Association guidelines. Research and understand clinical papers to create effective marketing communications. Investigate claims against the drug. Ensure deliverables are accurate, complete, and of a high standard of quality. Develop brand/franchise knowledge, understanding of customer needs, and consistent approach to service excellence. Comply with recognized standards, practices, and regulatory requirements

Minimum Requirements:

- Bachelor ' s degree in English, writing, communication, marketing, advertising or related fields.
- Advanced degree in pharma, medical, or relevant scientific area
- Approximately 12-15 years ' experience in healthcare advertising agencies
- Significant experience working from creative briefs (evaluation through ideation through execution)
- Experience in writing promotional pharmaceutical content
- Significant experience writing clear and engaging copy (portfolio required)
- Experience working and collaborating in complex matrix environments

Desirable Requirement:

- Writes clear, cohesive creative copy for multiple channels (print and digital, TV/video, social)
- Comfortable moving between long and short form copy
Able to present work in a compelling way, can capture and hold attention of audience, internally and with client
- Possesses solid, active listening skills
- Understands how to use and apply medical references and validate ahead of MLR submissions
- Knows AMA style
- Ability to independently manage concurrent projects of varying sizes and deliver work from concept through completion
- Exhibits decisive problem-solving skills
- Actively maintains an understanding of how work moves through the agency.
- Follows relevant agency Standard Operation Procedures (SOP)

Understands the principles of production (print, online, broadcast)

Why Novartis: Our purpose is to reimagine medicine to improve and extend people ' s lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

You ' ll receive: You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. <https://www.novartis.com/careers/benefits-rewards>

Commitment to Diversity and Inclusion:

Novartis is committed to building an outstanding, inclusive work environment and diverse teams'

representative of the patients and communities we serve.

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>.

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>

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up: <https://talentnetwork.novartis.com/network>

Benefits and Rewards: Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

部门
US

Business Unit
Universal Hierarchy Node

地点
India

站点
Hyderabad (Office)

Company / Legal Entity
IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

Commercial & General Management

Job Type

Full time

Employment Type

Regular

Shift Work

No

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Novartis is 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 recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.india@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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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