

Marketing Communication Lead

Job ID
REQ-10053277

5月 27, 2025

Slovakia

摘要

#LI-Hybrid
Location: Slovakia

Are you a strategic and creative professional passionate about delivering impactful communication strategies?

We are seeking a Marketing Communications Lead to play a pivotal role in shaping therapeutic area communication, our brand narrative and enhancing customer engagement. This is a unique opportunity to collaborate with cross-functional teams and make a meaningful impact in the healthcare environment.

About the Role

Key Responsibilities:

- Develop and execute an effective communication strategy in line with overall company/disease/brand strategy, while adhering to internal and external regulations.
- Lead and participate in the creation of a business strategy within the commercial therapeutic area team.
- Foster collaboration with cross-functional teams to deliver desired results.
- Develop captivating messages that resonate with customers, ensuring alignment with the overall content strategy and strategic objectives.
- Manage the creation and maintenance of a centralized content pool to streamline production and approval processes.
- Analyze data behind communication, activities, tools, and projects to generate quality leads.
- Set and analyze performance KPIs.

Essential Requirements:

- Minimum bachelor ' s degree in marketing, communications, public relations, business administration, or life sciences.
- Comprehensive experience in relevant roles such as Marketing Manager, Communications Manager, Brand or Product Manager, etc.
- Exceptional strategic thinking and planning abilities.
- Proficiency in interpreting complex scientific data and regulatory requirements and developing related messaging.
- Strong communication skills to create engaging content for diverse channels.
- Advanced data-driven marketing and analytics skills.
- Proficiency in digital marketing strategies and digital content management.
- Proven project and communication management skills.
- Leadership abilities in managing and mentoring teams.
- Public speaking skills, particularly in presenting to internal teams, healthcare professionals, and leadership.
- Expertise in reputation management and crisis communications.
- Ability to build and maintain strong relationships with stakeholders.
- Adaptability and effective problem-solving skills.
- Fluent in written and spoken English and Slovak.
- Willingness to travel domestically and internationally as needed.

You ' ll receive:

- Competitive salary along with a yearly bonus.
- Monthly pension contribution matching your contribution up to 3% of your gross monthly base salary
- Risk Life Insurance (full cost covered by Novartis)
- 1 week of holiday above the Labour Law requirement
- 4 paid sick days within one calendar year in case of absence due to sickness without a medical sickness report
- Cafeteria employee benefit program - choice of benefits from Benefit Plus SK for 500 EUR per year
- Meal vouchers of 6,50 EUR each working day (full tax covered by the company)
- MultiSport Card contribution

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

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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部门
International

Business Unit
Innovative Medicines

地点
Slovakia

站点
Bratislava

Company / Legal Entity
SKA2 (FCRS = SK002) Novartis s.r.o

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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