

Social Media Manager

Job ID
REQ-10056344

6月 27, 2025

India

摘要

This individual will be accountable for supporting proactive, external facing channel engagement activities, focusing on Novartis led medical social media channels. This individual will partner cross-functionally to ensure streamlined and compliant implementation and dissemination of medical content through social media channels including all related metric reporting and compliant platform management. This individual will be accountable for supporting proactive, external facing channel engagement activities, focusing on Novartis led medical social media channels. This individual will partner cross-functionally to ensure streamlined and compliant implementation and dissemination of medical content through social media channels including all related metric reporting and compliant platform management.

About the Role

Location - Hyderabad #LI Hybrid

Major Responsibilities:

- Support Scientific Communications and Publication teams with execution and implementation of social media channel activity. Create and maintain social media content calendar and manage social media priorities.
- Partner with Medical Communications Leads to continually update content calendar. Collaborate internally and externally to manage medical social channels, including LinkedIn and X
- Develop and maintain relationships with key Global partners & other stakeholders.
- Manage the social media agency partner(s) to ensure roll out of the social media calendar, posting and paid media between social media agency, Med Comms Leads and other key stakeholders as appropriate.
- Align with Corp Comms as appropriate to ensure above-brand content themes and social media strategy is aligned to maximize share of voice, where relevant.
- Facilitate social media analytics reporting within 2 weeks from campaign close. Accountable for individual achievement of specific business targets and results.
- Ensure compliant social media communications and management of them through ICUC. Report to Content Development leadership on a routine basis including metrics, insights, and plan for improvement as necessary.
- Demonstrate integrity and ensure compliance with Novartis Ethics, Risk and Compliance policies, CIA/audit procedures, digital governance, IT/data policies and Novartis values and behaviors.

Minimum Requirements:

- Minimum 7 years ' experience in data analytics/data science, channel/media strategy. (Healthcare/digital experience preferred)

Education

Undergraduate degree required, MBA or other advanced degree desired.

Skills/Qualifications

- Fluent in English both written and oral

- Solid understanding and experience with social media and website management, technologies, and analytics.
- Understanding of Medical Communications processes and principles in the Healthcare and Pharma/Biotech industries preferred.
- Strong understanding of key communications and channels platforms and channel strategy.
- Ability to communicate and lead in a cross-functional environment.

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
Finance

Business Unit
Universal Hierarchy Node

地点
India

站点
Hyderabad (Office)

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

Functional Area
Research & Development

Job Type
Full time

Employment Type
Regular

Shift Work
No

[Apply to Job](#)

Accessibility and accommodation

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.



Job ID
REQ-10056344

Social Media Manager

[Apply to Job](#)

Source URL:

<https://www.novartis.com.cn/careers/career-search/job/details/req-10056344-social-media-manager>

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://talentnetwork.novartis.com/network>
3. <https://www.novartis.com/careers/benefits-rewards>
4. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Hyderabad-Office/Social-Media-ManagerREQ-10056344>
5. <mailto:diversityandincl.india@novartis.com>
6. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Hyderabad-Office/Social-Media-ManagerREQ-10056344>