

## Manager Scientific Writing

Job ID  
REQ-10059010

7月 30, 2025

India

### 摘要

The role of Scientific Writer - Content involves updating / creating scientifically / medically accurate content for commercial and medico-marketing assets such as newsletters, RTEs, civics, social media posts, websites, digital and print brochures, banners, etc. This person will be required to update the content for existing / new assets for Novartis Brand / products such that they reflect the most recent changes to Important Safety Information (ISI) / Prescribing Information (PI) / Other reference documents. These updates need to be consistent with the stringent MLR guidelines and specifications (Medical- Legal-Regulatory). This role will be a part of 'Creative' under Centralized Asset Support Team (CAST) and will have to demonstrate strong collaboration with colleagues across all Novartis sites (India, US, Ireland and Mexico), operate in a metricized environment, maintain highest quality standards, and live Novartis values and behaviors every day.

### About the Role

Location - Hyderabad #LI Hybrid

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## Key Responsibilities:

### Promotional content development

- Develop and review scientifically accurate, engaging, and compliant promotional materials including iCVAs, brochures, digital campaigns, Emails, social media posts, banners etc.
- Ensure messaging is consistent with brand strategy and aligned with approved product positioning.

### Content strategy and planning:

- Partner with cross functional teams including creative to plan and execute content strategy across the brand journey stages in different platforms.
- Support omnichannel content planning by identifying opportunities to repurpose scientific content for multiple formats and platforms targeting different audiences.
- Contribute and develop to modular content models.

### Scientific Review and Label Updates:

- Monitor and interpret label updates and ensure timely content revision across all promotional assets.
- Liaison with editorial, creative and regulatory teams to ensure alignment of promotional content with latest approved label.

### Team leadership and writing governance

- Manage and mentor junior writers , providing guidance and training on commercial writing, label integration and compliance standards.
- Develop and maintain label update checklists, to ensure consistency of the updates across materials.
- Partner with scientific writers, creative and digital teams to ensure efficient, high-quality content development workflows.

## Essential Requirements:

- Advanced degree in life sciences, pharmacy, medicine or related field.
- 7+ years of experience in scientific writing with a strong focus on promotional material, content planning and label updates.
- In-depth understanding of promotional scientific communications, clinical data interpretation, and pharmaceutical regulations.
- Familiarity with promotional content review systems and relevant codes.
- Strategic mindset with ability to contribute to content planning and campaign design.
- Excellent written and verbal communication skills.
- Ability to work cross-functionally in matrix environment with high attention to detail and timelines.
- Exposure to global content localisation/adaptation
- Understanding of omnichannel marketing and modular content

#### 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.

#### Accessibility and accommodation:

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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  
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  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

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