

Content Strategist

Job ID
REQ-10059266

9月 02, 2025

Ireland

摘要

#LI-Hybrid

Primary Location: Dublin, Ireland

Relocation Support: This role is based in Dublin, Ireland. Novartis is unable to offer relocation support: please only apply if accessible.

Are you passionate about shaping how healthcare professionals and patients engage with meaningful content? As a Content Strategist at Novartis, you ' ll lead the development of insight-driven strategies that connect training and communications with real-world impact. From concept to deployment, you ' ll craft seamless journeys that align with business goals and regulatory standards—making a difference in how knowledge is shared across global audiences.

About the Role

Key Responsibilities

- Develop multichannel content strategies aligned with training and communication campaign goals
- Integrate medical insights, market data, and audience research into strategic content planning
- Conduct content audits and gap analyses to inform actionable improvements
- Lead discovery workshops with internal and external teams to shape content direction
- Write clear, compliant copy across various formats and channels
- Create frameworks and governance documentation based on audience insights
- Define and report on success metrics for content strategy effectiveness
- Collaborate across teams to deliver content within budget and timelines

Essential Requirements

- Bachelor ' s degree in English, communication, journalism, life sciences, or a related field
- Minimum 8 years of experience as a content strategist, preferably in pharmaceutical or agency settings
- At least 3 years of experience in medical or scientific copywriting
- Proven ability to produce content strategy documentation, including audits, gap analyses, and governance frameworks
- Strong portfolio of strategic work and copy samples targeting healthcare professionals, sales representatives, or patients
- Experience leading in-person strategy and content workshops
- Fluent in English, both written and spoken
- Strong understanding of medical and scientific concepts with strategic and organizational thinking skills

Desirable Requirements

- Experience with digital content tools

Commitment to Diversity & Inclusion:

We are committed to building an outstanding, inclusive work environment 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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<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
Ireland

站点
Dublin (NOCC)

Company / Legal Entity
IE02 (FCRS = IE002) Novartis Ireland Ltd

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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