

Manager, Copywriting

Job ID
REQ-10067207

12月 04, 2025

India

摘要

The Manager, Copywriting is a key member of the content team, collaborating with Art Directors, Designers, Editors, and Content Strategists, and working alongside Project Managers, Brand Managers, AORs, and compliance specialists. They contribute to pharma marketing initiatives by brainstorming and developing copy based on brand campaign concepts, tone of voice, and key messages. The Manager, Copywriting works across multiple brands and campaigns, as well as internal communications and initiatives within the business, and is a key maintaining professionalism and quality while balancing time, budget, and customer needs.

About the Role

Location - Hyderabad #LI Hybrid

Key accountabilities:

- Work alongside Art Directors and Brand Teams develop and produce effective copy for projects and marketing campaigns based on briefs and existing brand/campaign strategy. Responsible for articulating rationales, and maintaining overall tone of voice and core messaging
- Interpret, understand, and clarify business needs around copy and messaging in order to produce results best suited to brand needs; be innovative in redefining a brief within the constraints of cost and time
- Develop copy across print and digital materials for Novartis brands and franchises with an awareness of regulatory requirements, and which appeal as necessary to a variety of target audiences including patients, HCPs, sales reps, and Novartis staff. Work and communicate efficiently as part of an international, multidisciplinary team spanning multiple time zones and supported by vendors across the globe
- Write copy suitable for digital and print materials (e.g., iPad-based selling aids, applications, websites, emails, banners, brochures, flyers, POS displays, social media ads) as required. Develop concept, messaging and copy for internal communications, training materials, and initiatives aimed towards Novartis employees
- Complete work within allotted time (or communicate early and clearly why it is not possible to do so). Revise copy based on team and customer stakeholder direction and feedback. Ensure deliverables are accurate, complete, and of a high standard of quality
- Deliver error-free and well-written copy. Develop brand/franchise knowledge, understanding of customer needs, and consistent approach to service excellence. Comply with recognized standards, practices, and regulatory requirements

Essential Requirements:

- 5+ years of experience as copywriter, preferably in agency
- Significant experience working from creative briefs (evaluation through ideation through execution)
- Significant experience writing clear and engaging copy (portfolio required). Experience working and collaborating in complex matrix environments
- Scientific/medical literacy a strong plus
- Pharmaceutical/medical experience a strong plus
- Experience writing for medical professionals a strong plus

Languages :

- English.

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>

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
Marketing

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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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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