

## Manager, Content Strategy

Job ID  
REQ-10067337

12月 04, 2025

India

### 摘要

The Content Strategist plays a central role in helping the US Integrated Marketing Studio Operations team deliver outstanding content solutions and pharma marketing initiatives by understanding the strategic needs of customers, developing effective content strategies, and enabling engaging copy for omnichannel campaigns.

This position demands both extensive experience and specialized expertise, coupled with a practical, results-oriented approach to work.

### About the Role

Location - Hyderabad #LI Hybrid

Key accountabilities:

- Understand and incorporate market data, brand strategy, and target audience research into content strategies and workshops
- Conduct hands-on content inventories and audits, content mapping and modelling, and gap analyses that translate qualitative and quantitative data into actionable insights and content recommendations
- Lead and/or facilitate discovery sessions and content workshops in partnership with internal and external teams to drive towards customer content goals and facilitate informed, strategic execution
- In partnership with content and wider team, develop frameworks and governance documentation to support and deliver quality content in a timely fashion
- Support the development of “content strategy” as an integral service element

#### Minimum Requirements:

##### Education:

- Bachelor ' s degree in English, marketing, communication, journalism, pharma, life sciences, or related fields

##### Work Experience:

- 5+ years ' experience as a content strategist
- 3+ years ' copywriting experience (preferably around medical/scientific content)

##### Skills:

- Fluent English (both written and spoken)
- Ability to think systematically, organize, and prioritize effectively in an occasionally fast-paced and pressurized environment. Detail focused with big-picture understanding; creativity that complements process-driven execution
- Ability to work across therapy areas and communicate effectively to different audiences
- Capacity to understand and translate scientific data and study results into a story with a human connection . Capable of working from primary-level scientific research, market research, brand strategy documentation, and/or pre-existing creative materials
- Comfortable and confident engaging health care professionals, subject matter experts, and senior business leadership one-on-one and in workshop formats. Capable of writing clear, engaging, and accurate copy for pharma
- Skilled at adapting medical and scientific content for a variety of channels, formats, and target audiences toward commercial goals

##### Languages :

- English.

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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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