

Manager, US Corporate Marketing Creative & Design

Job ID
REQ-10075418

4月 13, 2026

USA

摘要

The Manager, US Corporate Marketing Creative & Design supports the development, planning, and execution of various corporate marketing campaigns and advertising initiatives that enhance brand positioning and drive awareness and understanding of the Novartis Corporate Brand in support of the enterprise growth goals and reputation. The Manager, US Corporate Marketing Creative & Design facilitates the creation of campaign content (directly or through the Creative Services team) as well as supports senior team members across US Corporate Marketing, US Business Communications and US Corporate Communications with execution of corporate marketing campaigns.

About the Role

Job Responsibilities:

- Develop and or collaborate with the creative teams to ensure the development of content for corporate marketing campaigns

- Responsibilities include light photo editing, asset and PPT slide design, animations for social-first assets (for external and internal channels)
- Shoot photography and videography; handle post-production, manage productions teams
- Liaise with external agency partners to follow up on deliverables
- Support on campaign project planning and tracking as it relates to content and creative standards
- Complete all required process steps to ensure that compliance requirements for creative is met
- Partner with web and social publishing team on asset optimization and hand off
- Provide project management and budgeting support to senior members of the team as needed
- Demonstrated proficiency with AI-tools for content development in production and post-production
- Demonstrate use of and use AI enabled tools to support content production, planning, and publishing, including structuring and maintaining content so it is accurate, compliant, and discoverable across digital and AI powered channels.

Key Performance Indicators

- Designs and produces high-quality visuals across various media ensuring brand consistency and creative innovation.
- Publishing requests are created within the appropriate process timeframes and content delivered on time.

Essential requirements:

- Preferred, Bachelor ' s degree in Marketing Design, Advertising, Journalism or related field.
- 3+ years experience working in marketing campaign , content creation and execution, preferably working on corporate brands
- Demonstrable experience of successfully managing multiple projects simultaneously
- Experience of managing campaign communications, timelines and budgets

Skills:

- Advanced proficiency in Adobe Creative Suite (specifically Photoshop, Illustrator, Premiere Pro, After Effects)
- Proficient in utilizing social platform content creation tools
- Experience utilizing large language model AI-driven tools for content creation
- Strategic thinking and analytical skills
- Ability to lead and influence collaborators and agencies without direct line management authority
- Keen eye for detail
- Strong communication and interpersonal skills
- Ability to work effectively in a matrix organization

Benefits & Rewards

The salary for this position is expected to range between \$98,700 and \$183,300 per year. The final salary offered is determined based on factors like, but not limited to, relevant skills and experience,

and upon joining Novartis will be reviewed periodically. Novartis may change the published salary range based on company and market factors. Your compensation will include a performance-based cash incentive and, depending on the level of the role, eligibility to be considered for annual equity awards. US-based eligible employees will receive a comprehensive benefits package that includes health, life and disability benefits, a 401(k) with company contribution and match, and a variety of other benefits. In addition, employees are eligible for a generous time off package including vacation, personal days, holidays and other leaves.

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>

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Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally. [Read our handbook \(PDF 30 MB\)](#)

EEO Statement:

The Novartis Group of Companies are Equal Opportunity Employers. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status.

Accessibility & Reasonable Accommodations

The Novartis Group of Companies are 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 application process, or to perform the essential functions of a position, please send an e-mail to us.reasonableaccommodations@novartis.com or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

部门
Corporate Affairs

Business Unit
Communications

地点
USA

状态
New Jersey

站点
East Hanover

Company / Legal Entity
U061 (FCRS = US002) Novartis Services, Inc.

Functional Area
Communications & Public Affairs

Job Type
Full time

Employment Type
Regular

Shift Work
No

```
var config = { targetId: "kalturaplayer69df29dc9ca18528206587", provider: { widgetId:
"10m7rm1pm", partnerId: "2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause:
false, allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: {},
sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true,
showSpeedMenu: false }, css : "/modules/custom/arcticnckalturaaddon/css/kalturavideo.css",
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(KalturaPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(KalturaPlayer.plugins["transcript"]) { config.plugins["playkit-js-transcript"] = { position: "right", //
Default: bottom;('left', 'right', 'top', 'bottom') to enable transcript. expandMode: "over", // Default:
alongside;('alongside', 'hidden', 'over') expandOnFirstPlay: false, showTime: true, downloadDisabled:
false, printDisabled: false, disable: true }; } if (KalturaPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (KalturaPlayer.plugins["navigation"]) {
config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible:
false }; } if (KalturaPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; }
if (KalturaPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if
(KalturaPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if
(KalturaPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents =
[]; if (KalturaPlayer.plugins["googleAnalytics"]) { config.plugins.googleTagManager = {};
config.plugins.googleTagManager.customEventsTracking = {};
config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
config.plugins.googleTagManager.customEventsTracking.custom = [];
config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents:
false, playlistEvents: false, castEvents: false } }; }
```

```
try { var kalturaPlayer = KalturaPlayer.setup(config); // Add the player to the global array. if (typeof
kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var
kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } // Load the Player for other
media. kalturaPlayer.loadMedia({entryId: "1_dgfvmafo"}); } catch (e) { console.error(e.message) }
```

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