

# Associate Director, US Content & Channel Strategy

Job ID  
REQ-10014383  
Sep 05, 2024  
Etats-Unis

## Résumé

Location: East Hanover, NJ or Cambridge, MA (Hybrid)  
#LI-Hybrid

This position will support the development and implementation of reputation-based content and channel strategy for the US Enterprise in service of Corporate Communications, Executive Communications and Therapeutic Area Communications; drive stakeholder guidance and ultimately optimization of our US country footprint in a high visibility role.

## About the Role

### Your Key Responsibilities:

- Channel & Content Expertise
  - Oversee US-Directed Content and Country Social Media Strategy, Content Playbook + Best Practices (LinkedIn, Twitter + beyond)
  - Oversee US Country paid social media audience(s) and strategy, ways of working
  - Own US Country Website Strategy, Content Prioritization + Best Practices
  - Sets Platform and Content Standards in accordance with BrandLab guidelines (liaise with Corporate Marketing team)
- Cross-Functional Guide
  - Develop content competencies/capabilities for Corporate Communications, Executive Communications and Therapeutic Area Communication & Advocacy teams
  - Facilitate cross-functional content calendar in service of US Country reputation goals
  - Oversee social media activation of Employee Advocacy Program in the US
  - Build relationships with key functions (People & Organization, Foundation, Novartis Patient Support, Public Affairs) to anticipate content needs
- Platform Evolutions, Trends and Issues
  - Oversee Community Management + Issues Escalation (US Channel Ecosystem)
  - Collaborate with Corporate Communications on Country-Specific Issues Management
  - Regularly seek and share education, best practices (i.e., SocialMedia.org, Ragan and other) related to role
- Oversee Social Media & Web Measurement
  - Oversee US channel (social and web) measurement and reporting in service of country goals
- Country Leadership and Subject Matter Expertise
  - Liaise with social media and platform experts across the US (medical, marketing, etc.) to inform platform innovation, updates and considerations across the US organization

- Support relationship with key review teams, including legal, digital governance, Ethics, Risk & Compliance, privacy, patient safety, medical
- Represent US Country expertise on The Social Network (global)
- Agency Management
  - Oversee US Country paid social media, budget, strategy and agency relationship
  - Owns relationship with US Country social media content agency/team
  - Effectively manage budget and maximize agency ROI.

## Role Requirements

### Essential Requirements:

- BA/BS degree is required
- 7+ years of experience in social media, content strategy and website; country communications, corporate communications, with healthcare and/or pharmaceutical background or translatable consumer background
- Understanding of existing; development of social media policies, guidelines or standards
- Cross-functional editorial oversight and project management, as well as channel optimization and performance experience
- Comfortable in a high visibility role coaching teams and leaders to achieve a new standard of excellence
- Innovation, content best practices and trend spotting skills
- Subject matter expertise: In-depth knowledge of social media and web platforms (current and emerging); hands-on experience using social media management tools (including but not limited to Meta Business Manager, Twitter Business, LinkedIn Business Manager, Sprinklr, Content Management System/AirTable)
- Team and work style that is exemplary of Novartis culture and behaviors; collaborative enterprise mindset with comfort in working in a matrix environment
- Ability to multi-task and manage complex issues into simple effective solutions
- Understanding of US healthcare industry landscape

### Desirable Requirements:

- Degree subject area in Communications, Marketing, Public Relations or related preferred; advanced degree a plus

**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.

**Novartis Compensation and Benefit Summary:** The pay range for this position at commencement of employment is expected to be between \$130,400.00 and \$195,600.00 / year; *however, while salary ranges are effective from 1/1/24 through 12/31/24, fluctuations in the job market may necessitate adjustments to pay ranges during this period. Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills, and abilities.* The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units, and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans will be provided if an employee receives an offer of employment. If hired, employee will be in an "at-will position" and the Company reserves the right to modify base salary (as well as any other discretionary payment or compensation program) at any time, including for reasons related to individual performance, Company or individual department/team performance, and market

factors.

**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>

### **EEO Statement:**

The Novartis Group of Companies are Equal Opportunity Employers who are focused on building and advancing a culture of inclusion that values and celebrates individual differences, uniqueness, backgrounds and perspectives. 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. We are committed to fostering a diverse and inclusive workplace that reflects the world around us and connects us to the patients, customers and communities we serve.

### **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](mailto: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.

Division

Corporate Affairs

Business Unit

CTS

Emplacement

Etats-Unis

Site

East Hanover

Company / Legal Entity

U061 (FCRS = US002) Novartis Services, Inc.

Alternative Location 1

Cambridge (USA), Etats-Unis

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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