

Associate Director, Corporate Event Marketing

Job ID
REQ-10009812
Sep 03, 2024
USA

Summary

The Associate Director, Corporate Event Marketing is responsible for managing all aspects of planning, organizing, and executing Novartis corporate brand presence at external and internal events, predominantly in North America. This role collaborates with communications and marketing teams to ensure that the Novartis corporate brand is well represented at key congresses.

This role supports the Director, Corporate Event Marketing to create event experiences for Novartis stakeholders that build the Novartis corporate brand and contribute towards our enterprise objectives. In addition, the role holder will be periodically required to support events on-site.

Location: East Hannover, NYC or Cambridge, MA

About the Role

Key Responsibilities:

- Lead execution of the event lifecycle, including planning, budgeting, logistics and delivery of key Novartis corporate messaging.
- Work with the corporate and communications marketing teams to create exceptional corporate brand experiences at internal and external events for critical Novartis stakeholders
- Coordinate with Corporate Affairs colleagues, other internal teams and external vendors to ensure that all event requirements are met.
- In collaboration with procurement, support vendor negotiation and contract management, ensure that external vendors deliver according to quality, timelines and on budget.
- Collaborate closely with marketing teams to ensure that the Novartis Corporate Brand is correctly represented at congresses.
- Monitor and evaluate event performance against objectives, collect feedback and identify areas for improvement.
- Develop and manage event budgets, ensuring our resources are allocated against our highest priorities.
- Identify and assess potential event and congress risks and develop contingency plans.
- Co-manage corporate events schedule planning.
- Travel to support events on site.

Role requirements:

- Bachelor's degree (or equivalent) in Marketing, Communication, Event management or related field AND/OR recent relevant work experience in planning and managing premium events, conferences or congresses at an event marketing agency or for a multinational brand.
- Creative ability and fine attention to detail

- Knowledge and passion for integrated marketing tactics and up to date on latest trends (Gen AI etc.)
- Excellent organizational and project management abilities
- Exceptional communication and interpersonal skills
- Event budgeting and financial management expertise
- Ability to work under pressure and meet tight deadlines
- Fluent English – other languages are a plus
- A portfolio or links to examples of projects worked on would be beneficial to accompany your application.

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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Communications & Engagement
Business Unit
CTS
Standort
USA
State
Massachusetts
Site
Cambridge (USA)
Company / Legal Entity
U061 (FCRS = US002) Novartis Services, Inc.
Alternative Location 1
East Hanover, New Jersey, USA
Functional Area
Communications & Public Affairs
Job Type
Full time
Employment Type
Regular
Shift Work
No
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