

Associate Director, Corporate Marketing Paid Media

Job ID
REQ-10009842
Aug 27, 2024
USA

Summary

The Associate Director, Corporate Marketing Paid Media is accountable for the development, planning, and execution of the paid elements 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 Senior Manager, Paid Media manages the relationships with the Channel Management teams and external agencies that support in the execution of paid campaigns. Additionally, this role provides consulting support to CA teams outside of corporate marketing that may be utilizing paid to enhance their campaigns.

About the Role

Key Responsibilities:

- Stay up to date with market research, customer & stakeholder insights and industry trends and analysis to develop successful paid marketing campaigns.
- Develop and execute paid elements of corporate marketing strategies aligned with Novartis Brand and Corporate Affairs strategic priorities.
- Ensure that marketing activities align to the Novartis corporate brand positioning, messaging and guidelines.
- Develop, test, and scale compelling paid campaigns that resonate with target audiences and create a measurable change in belief and bias to action. Utilize new technologies for both scale and microtargeting.
- Monitor campaign performance and conduct data analysis to continuously optimize campaigns.
- Stay abreast of emerging advertising and digital marketing trends and technologies to maintain a competitive edge
- Create a reliable network of strategic partnerships across Corporate Affairs, global business functions and with external agencies and other marketing professionals
- Manage the relationship with external agencies that execute the media buys on behalf of Novartis.
- Manage the relationship with the Channel Management team to efficiently execute the paid social execution.

Role requirements:

- Min. Bachelor's degree in Marketing, Design, Advertising, Journalism or related field.
- Proven experience in developing and executing paid media campaigns that drive measurable business results

- Demonstrated utilization of stakeholder research and mapping, understanding of stakeholders and audience journeys as well as knowledge in audience targeting for a range of paid channels including digital , social, OOH and CTV/Video
- Proven experience in partnering with creative teams to develop compelling and effective content for various platforms and channels
- Knowledge of audience research and audience journeys and understanding of stakeholder mapping and analysis
- Understanding of corporate marketing principles, strategies and best practices
- Strong creative capability, strategic thinking and analytical skills
- Ability to lead and influence collaborators and agencies without direct line management authority
- Strong storyteller with excellent written and verbal communication skills, with the ability to create compelling and persuasive messaging across marketing collateral
- Strong communication and interpersonal skills
- Good knowledge of industry trends, technologies and best practices in creative design
- Proficiency in marketing analytics tools and platforms to measure and analyze campaign effectiveness
- Aware of AI tools and their applications in marketing, supporting the integration and basic usage to optimize content and processes.
- Knowledge of advertising platforms, ad specs and platform best practices
- Ability to work effectively in a matrix organization

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TEst Hello

Division

Communications & Engagement

Business Unit

CTS

Standort

USA

State

New Jersey

Site

East Hanover

Company / Legal Entity

U061 (FCRS = US002) Novartis Services, Inc.

Alternative Location 1

Cambridge (USA), Massachusetts, USA

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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