

Associate Director, Paid Social

Job ID
REQ-10009842

6月 14, 2024

USA

摘要

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

About the Role

Location: East Hanover, USA

Key Responsibilities:

- Stay up to date with market research, customer & stakeholder insights and industry trends and analysis to develop successful paid social marketing campaigns.
- Develop and execute paid social 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 social 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 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.

Role requirements:

- Bachelor ' s degree (or equivalent) degree in Marketing, , Design, Advertising, Journalism or related field.
- Proven experience in developing and executing paid social 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 social channels including digital and social
- Understanding of corporate marketing principles, strategies and best practices
- 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

Nice to have:

- Good knowledge of industry trends, technologies and best practices in creative design

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<https://talentnetwork.novartis.com/network>

部门

Corporate Affairs

Business Unit

CTS

地点

USA

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

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