

Associate Director, Corporate Event Marketing

Job ID
REQ-10009812
Sep 25, 2024
USA

Summary

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

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.

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 (about 10-20% travel required).

Essential Requirements:

- Bachelor's degree required
- 5+ years of 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; ability to work under pressure and meet tight deadlines
- Exceptional communication and interpersonal skills
- Event budgeting and financial management expertise

Desirable Requirements:

- Degree subject area in Marketing, Communications, Event Management or related field preferred
- A portfolio or links to examples of projects worked on would be beneficial to accompany your application

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 \$102,400.00 and \$153,600.00 / 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 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

Location

USA

Site

Cambridge (USA)

Company / Legal Entity

U061 (FCRS = US002) Novartis Services, Inc.

Alternative Location 1

East Hanover, USA

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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