

Director, Corporate Marketing Campaigns

Job ID
REQ-10008747
Sep 11, 2024
Switzerland

Summary

The Director, Corporate Marketing Campaigns is accountable for the strategy, development, planning, and execution 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 Director, Corporate Marketing Campaigns interprets business objectives and develops successful marketing campaigns from idea to execution.

About the Role

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The Director, Corporate Marketing Campaigns is accountable for the strategy, development, planning, and execution 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 Director, Corporate Marketing Campaigns interprets business objectives and develops successful marketing campaigns from idea to execution.

Location: Basel, Switzerland

Key Responsibilities:

- Utilize market research, customer & stakeholder insights and industry trends and analysis to identify market opportunities with key stakeholder groups within the competitor and stakeholder landscape.
- Collaborate with internal teams, including Corporate Affairs and commercial, and executive leadership, to align campaign strategies with broader business objectives.
- Develop and execute multi-channel 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.
- Collaborate with the creative teams to develop compelling and persuasive messaging for corporate marketing campaigns. Craft engaging content across various channels, including digital, social media, OOH, television, and events, to captivate target audiences and drive desired behaviors.
- Develop, test, and scale compelling ad campaigns and creative themes that resonate with target audiences and create a measurable change in belief and bias to action. Utilize new technologies, such as AI, for both scale and microtargeting.
- Establish key performance indicators (KPIs) to measure the effectiveness and success of corporate marketing campaigns. Monitor campaign performance, conduct data analysis, and provide regular reports to key stakeholders. Continuously optimize strategies based on data insights to maximize campaign ROI.
- 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
- Develop and manage the marketing campaign budget, ensuring resources are allocated effectively and efficiently. Monitor campaign costs and return on investment to deliver successful campaigns within budget constraints.
- Manage corporate marketing campaign and creative team members including delegation of tasks and resources, performance and development

Role requirements:

- Bachelor's degree (or equivalent) degree in Marketing, Design, Advertising, Journalism or related field
- Proven experience in developing and executing corporate marketing 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 marketing channels including digital and social
- Proven experience in creating compelling and effective content for various platforms and channels
- Experience building and managing marketing strategy & execution teams
- Expertise in audience research and audience journeys and understanding of stakeholder mapping and analysis.
- Deep understanding of corporate marketing principles, strategies, and best practices, and possesses a network of external peers across industries that continues to fuel creative ideas.
- Strong creative capability, strategic thinking, and analytical skills.
- Proficiency in data analytics tools and platforms to measure, analyze, and optimize campaign effectiveness.
- Global marketing experience with the ability to manage and execute campaigns across diverse regions, understanding cultural nuances and regulatory environments.
- Proficiency in emerging technologies with an ability to integrate these technologies into marketing strategies.
- 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, with the ability to influence and collaborate effectively with stakeholders at all levels.
- Can demonstrate leading-edge knowledge of industry trends, technologies, and best practices in creative design.
- Ability to work effectively in a matrix organization.
- Familiar with paid media practice and content creation processes, and able to develop project plans that include these components.
- Aware of AI tools and their applications in marketing, supporting the integration and basic usage to optimize content and processes.

Nice to have:

- Expertise in audience research and audience journeys and understanding of stakeholder mapping and analysis
- Proficiency in marketing analytics tools and platforms to measure and analyze campaign effectiveness

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>

Commitment to Diversity & Inclusion:

We are committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve

Accessibility and accommodation:

Novartis is committed to working with and providing reasonable accommodation to all individuals. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in any order to receive more detailed information about essential functions of a position, please send an e-mail to inclusion.switzerland@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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>

Division

Corporate Affairs

Business Unit

CTS

Location

Switzerland

Site

Basel (City)

Company / Legal Entity

C028 (FCRS = CH028) Novartis Pharma AG

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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Novartis is committed to building an outstanding, inclusive work environment and diverse teams'

representative of the patients and communities we serve.

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