

Social Media Manager

Job ID

REQ-10056344

Jun 27, 2025

India

Summary

This individual will be accountable for supporting proactive, external facing channel engagement activities, focusing on Novartis led medical social media channels. This individual will partner cross-functionally to ensure streamlined and compliant implementation and dissemination of medical content through social media channels including all related metric reporting and compliant platform management. This individual will be accountable for supporting proactive, external facing channel engagement activities, focusing on Novartis led medical social media channels. This individual will partner cross-functionally to ensure streamlined and compliant implementation and dissemination of medical content through social media channels including all related metric reporting and compliant platform management.

About the Role

Location – Hyderabad #LI Hybrid

Major Responsibilities:

- Support Scientific Communications and Publication teams with execution and implementation of social media channel activity. Create and maintain social media content calendar and manage social media priorities.
- Partner with Medical Communications Leads to continually update content calendar. Collaborate internally and externally to manage medical social channels, including LinkedIn and X
- Develop and maintain relationships with key Global partners & other stakeholders.
- Manage the social media agency partner(s) to ensure roll out of the social media calendar, posting and paid media between social media agency, Med Comms Leads and other key stakeholders as appropriate.
- Align with Corp Comms as appropriate to ensure above-brand content themes and social media strategy is aligned to maximize share of voice, where relevant.
- Facilitate social media analytics reporting within 2 weeks from campaign close. Accountable for individual achievement of specific business targets and results.
- Ensure compliant social media communications and management of them through ICUC. Report to Content Development leadership on a routine basis including metrics, insights, and plan for improvement as necessary.
- Demonstrate integrity and ensure compliance with Novartis Ethics, Risk and Compliance policies,

CIA/audit procedures, digital governance, IT/data policies and Novartis values and behaviors.

Minimum Requirements:

- Minimum 7 years' experience in data analytics/data science, channel/media strategy. (Healthcare/digital experience preferred)

Education

Undergraduate degree required, MBA or other advanced degree desired.

Skills/Qualifications

- Fluent in English both written and oral
- Solid understanding and experience with social media and website management, technologies, and analytics.
- Understanding of Medical Communications processes and principles in the Healthcare and Pharma/Biotech industries preferred.
- Strong understanding of key communications and channels platforms and channel strategy.
- Ability to communicate and lead in a cross-functional environment.

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Job Type
Full time
Employment Type
Regular
Shift Work
No
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