

# Director, Creative Strategy, Campaign Touchpoints

Job ID

REQ-10001237

Apr 25, 2024

United Kingdom

## Summary

Director, Creative Strategy, Campaign Touchpoints Location: London Office with Hybrid working (12 days per month in the office) #LI Hybrid Relocation: This role is based in London, UK. Novartis is unable to offer relocation or visa support for this role: please only apply if this location is accessible for you and you have the right to work in the UK.

## About the Role

### About the role:

Are you ready to lead the charge in delivering outstanding customer experiences? Novartis is on the lookout for a **Creative Strategy Expert** to join our CE&C International team. We're dedicated to crafting meaningful interactions for healthcare professionals and patients, driven by a customer-centric approach and innovative content solutions.

### Key responsibilities: :

- **Craft Campaign Assets:** Translate core concepts into dynamic campaign assets suitable for various media and channels.
- **Lead Design Initiatives:** Define and oversee the creation of design deliverables, guiding specialized teams to achieve excellence.
- **Collaborate Across Disciplines:** Work intimately with strategy and insights teams to ensure cohesive and impactful customer journeys.
- **Set Technical Standards:** Establish benchmarks for brand-specific content, ensuring quality and consistency.
- **Guide Campaign Implementation:** Provide expert advice to ensure seamless execution of campaigns across platforms.

**Your Impact:** As a pivotal member of our Creative Strategy team, you'll ensure the integrity of our brand and educational campaigns, maintaining creative and strategic consistency down to the local level. With a creative background and clear vision, you'll direct agency partners to transform concepts into compelling campaigns.

**Your Growth:** In the short term, immerse yourself in our brand strategies and, in the long term, collaborate to understand market behaviors and drive innovative channel strategies. Your goal is to connect creative quality with strategic execution and platform optimization.

### Essential requirements: :

- **Proven Experience:** At least 10 years in campaign development and channel planning, with a solid

grasp of the pharmaceutical industry.

- **Creative Leadership:** A history of providing direction and fostering creativity within teams.
- **Global Perspective:** Familiarity with key markets, including Europe, Asia, and the Americas.
- **Industry Savvy:** A deep understanding of the pharma ecosystem, from internal operations to external agency models.
- **Execution Excellence:** A track record of success in high-stakes content delivery environments.

**Desirable requirements: :**

- **Collaborative Spirit:** Thrive in a matrixed organization, bringing teams together to solve complex challenges.
- **Detail-Oriented:** Focus on the nuances that make a difference in content delivery, from testing to user experience design.
- **Problem Solver:** Communicate solutions clearly and effectively, both in writing and verbally.

Why Novartis: *Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us!*  
Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

**You'll receive:**

*Competitive salary, Annual bonus, Pension scheme, Share scheme, Health insurance, 25 days annual leave, Flexible working arrangements, subsidized dining facilities, Employee recognition scheme, learning and development opportunities.*

Join our Novartis Network:

If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here:  
<https://talentnetwork.novartis.com/network>

**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:  
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Division

International

Business Unit

Pharmaceuticals

Location

United Kingdom

Site

London (The Westworks)

Company / Legal Entity

GB16 (FCRS = GB016) Novartis Pharmaceuticals UK Ltd.

Alternative Location 1  
Ireland  
Alternative Location 2  
Spain  
Functional Area  
Marketing  
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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