

Manager Scientific Writing

Job ID
REQ-10067194
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Индия
Available in: English

Сводка

The role of Manager Scientific Writing involves updating / creating and reviewing scientifically / medically accurate content for commercial and medico-marketing assets such as newsletters, RTEs, civics, social media posts, websites, digital and print brochures, banners, etc. This person will be required to update the content for existing / new assets for Novartis Brand / products such that they reflect the most recent changes to Important Safety Information (ISI) / Prescribing Information (PI) / Other reference documents. These updates need to be consistent with the stringent MLR guidelines and specifications (Medical- Legal-Regulatory). This role will be a part of Studio Operations and will have to demonstrate strong collaboration with colleagues across all Novartis sites (India, US, Ireland and Mexico), operate in a metricized environment, maintain highest quality standards, and live Novartis values and behaviours every day.

About the Role

Location – Hyderabad #LI Hybrid

Key Accountability:

- Develop and review scientifically accurate, engaging, and compliant promotional materials including iCVAs, brochures, digital campaigns, Emails, social media posts, banners etc.
- Ensure messaging is consistent with brand strategy and aligned with approved product positioning. Partner with cross functional teams including creative to plan and execute content strategy across the brand journey stages in different platforms.
- Support omnichannel content planning by identifying opportunities to repurpose scientific content for multiple formats and platforms targeting different audiences. Contribute and develop to modular content models.
- Monitor and interpret label updates and ensure timely content revision across all promotional assets.
- Liaison with editorial, creative and regulatory teams to ensure alignment of promotional content with latest approved label. Manage and mentor junior writers, providing guidance and training on commercial writing, label integration and compliance standards.
- Develop and maintain label update checklists, to ensure consistency of the updates across materials. Partner with scientific writers, creative and digital teams to ensure efficient, high-quality content development workflows.

Essential Requirements:

- Advanced degree in life sciences, pharmacy, medicine or related field.
- 7+ years of experience in scientific writing with a strong focus on promotional material, content planning and label updates.
- In-depth understanding of promotional scientific communications, clinical data interpretation, and pharmaceutical regulations. Familiarity with promotional content review systems and relevant codes.
- Strategic mindset with ability to contribute to content planning and campaign design. Excellent written and verbal communication skills.
- Ability to work cross-functionally in matrix environment with high attention to detail and timelines.
- Exposure to global content localisation/adaptation. Understanding of omnichannel marketing

Skills:

- Agility.
- Analytical Thinking.
- Brand Awareness.
- Team Building
- Business Analytics.
- Cross-Functional Collaboration.
- Digital Marketing.
- Marketing Strategy.
- Media Campaigns.
- Project Management.
- Content Development
- Stakeholder Engagement.
- Stakeholder Management.
- Strategic Marketing.
- Omnichannel Marketing

Languages :

- English.

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>

Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally.

[Read our handbook \(PDF 30 MB\)](#)

Дивизион
US
Business Unit
Marketing
Место
Индия
Сайт
Hyderabad (Office)
Company / Legal Entity
IN10 (FCRS = IN010) Novartis Healthcare Private Limited
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

Accessibility and accommodation

Novartis is 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 recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.india@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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